Encyclomedia™

7/31/80 C2950-4

Just as Encyclomedia simplifies your media buying, Gannett simplifies your newspaper buying.

GANNETT

Gannett Newspaper Advertising Sales

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San Francisco	415·433·4310

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Boston shops around The Globe.

The Economy
Travel
Food
Globe

The people who buy The Boston Globe buy a whole lot more. That's because they have the money to afford more. More vacations. More investments. More clothes. More home improvement loans. More of whatever you're selling. When you want to sell the people who buy, buy The Boston Globe. Because Boston buys what it sees in The Globe.

BOSTON GLOBE COVERAGE OF SMSA HOUSEHOLDS

Selected Demographic and Buying Categories*

		DAILY GLOBE		SUNDAY GLOBE	
	Total SMSA Market	% Coverage of all Households	% Coverage of Newspaper-Reading Households	% Coverage of all Households	% Coverage of Newspaper-Reading Households
Total Households	100%	46%	78%	59%	80%
Income $25,000 and over	19	61	86	76	89
Female Head 25 to 34	28	43	87	65	86
Head of Household					
Professional or Manager	12	63	92	77	93
Female Household Head					
Employed Full-Time	18	53	90	65	89
Male Household Head					
College Graduate	19	63	92	79	94
Travel in Past Year					
Vacation Trips (3 or more)	12	58	84	71	89
Vacation Trips by Air	18	51	81	70	83
Business Trips by Air	8	58	83	74	86

		DAILY GLOBE		SUNDAY GLOBE	
	Total SMSA Market	% Coverage of all Households	% Coverage of Newspaper-Reading Households	% Coverage of all Households	% Coverage of Newspaper-Reading Households
Heavy Food Purchasers	52%	46%	78%	62%	80%
Have Bank Charge Card	42	55	84	70	84
Own Stocks/Bonds	20	52	83	72	86
Bought Home Improvement					
Products Last Year	33	49	83	58	84
Clothes Bought in Past Year					
Women's Coat	37	48	80	64	82
Women's Suit	25	52	79	66	80
Men's Outer Coat	12	52	85	72	88
Men's Slacks	51	47	78	66	82
Children's Clothing	52	44	81	62	81
Own a Microwave Oven	3	59	85	68	83
Own Home	56	49	79	67	82
Own Vacation Property	5	55	83	71	85

*Source: **Profile Boston**, households in the Boston SMSA, year 1979. **Profile Boston** is a continuing research study on household buying and media exposure patterns in the Boston 5-County and SMSA markets, conducted for The Boston Globe by Carl Nelson Research, Inc., Chicago. Please contact your nearest Globe or Million Market Newspapers representative for up-to-date data. The above table contains but a fraction of the vast amount of data available.

The Boston Globe

"Have you been seen in The Globe today?"

A Wholly Owned Subsidiary of Affiliated Publications, Inc. A Million Market Newspaper: New York, Philadelphia, Detroit, Chicago, Los Angeles, San Francisco, Atlanta. In Florida, The Leonard Co. In Canada, American Publishers' Representatives.

1980/81 NEWSPAPER EDITION/ENCYCLOMEDIA

VOL. 3 NO. 1

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HOW TO USE THIS BOOK

This book contains a wealth of data. It can be as useful to you as you make it, and that depends on the extent to which you familiarize yourself with its contents. We have done our best to make it easy for you to do this via the complete contents on the first and last pages and on the cover, as well as the explanations of the various sections to be found on each of the section divider pages. And we give you the following summary of the wealth of material within its pages.

Trends in newspaper growth. (P. 5)
Here are the basic statistics—trends in numbers and circulations of daily and Sunday newspapers, newspaper ad volume, national newspaper ad expenditures, and national newspaper readership figures by 10 demographics from SMRB's latest study. This is a valuable source of basic background data on the industry. Get to know what's here.

How to contact the newspapers. (P. 21)
This is a new addition to our Newspaper Encyclomedia. We give you easy-to-use alphabetical lists by state with the name, address, phone number, name of national newspaper rep, and the name of the person at the newspaper to contact for more

information on placing national advertising. Want to know more about the newspaper's vital statistics? In bold type, under each listing, is the ADI and SMSA where that data can be found. This section is designed for easy cross reference with sections 3 and 4.

Newspapers by ADI. (P. 67)
Want to know which papers give you the best coverage of specific markets? Here are the top 100 ADI's (ranked by number of households) and the market circulation and coverage figures of their newspapers. Coverage is cumed in descending order for easy building of lists of papers required to reach either circulation levels or penetration goals.

Newspapers are listed in order of market circulation. Data includes total circulation, open line rate (asterisked if the paper anticipates a rate increase before the end of 1980), and group membership numbers. A new feature this year: we have added a column to indicate whether or not the newspaper belongs to NAB's Newsplan discount program, whether the paper went from flat rate to discount, whether the Newsplan discount is greater or the same as previous discounts, and whether the paper requires placement of modular units.

A second part of this section (beginning on p. 116) gives other buying characteristics for these same dailies, arranged also market-by-market. Data here includes lines per page, number of ad columns, ADS symbol, best food day, Hi-Fi and Spectacolor availability, audience study, zone editions, total market coverage, and availability of co-op rate. And we haven't forgotten Sunday papers. Beginning on p. 147 are circulation and coverage for Sunday newspapers in the top 100 ADI's. And this year we have added columns for supplements and comic sections carried.

Newspapers by SMSA. (P. 165)
For those who buy by SMSA, here are market-by-market vital statistics for the newspapers in the 269 government-designated Standard Metropolitan Statistical Areas. Arranged exactly like the ADI section described above, we give you total circulation, market circulation, percent market coverage, cumed coverage, open line rate (asterisked to indicate future rate changes), Newsplan membership data and group membership numbers. Part two of this section gives other buying characteristics for the dailies, and part three gives circulation and coverage data for Sunday papers.

Need to know the cost of 60% market coverage? (P. 313)
The sections in this book are all interrelated. Here at a glance are planning tables giving you the number of newspapers required to reach 60% coverage levels and what it costs to buy them—open line rate, cost of full page, cost of 1,000 or 600 lines at the 5,000-line discount level. This is a summary of the cumed coverage in sections 3 and 4, so whether you buy by ADI or SMSA you can refer back to those sections to learn which

HOW TO USE THIS BOOK

individual newspapers are included in the 60% coverage. Need more information? Refer to our Newspaper Directory—or the other sections that follow.

Inserts and Preprints. (P. 333)
Interested in furnished inserts? Find out which papers carry them and their costs in the top 100 metro areas.

Supps and Comics. (P. 343)
Turn to section 7 for a list of the papers carrying *Family Weekly, Parade, Metro Sunday,* and *Puck* and *Metro Comics,* together with their circulations and the costs of selective or total buys.

Reps and Services. (P. 357)
And don't forget the importance of the reps. Here are the addresses and phone numbers of the rep firms, their offices and key personnel. Also included in this section, expanded from last year, are brief descriptions of services and associations available to help the newspaper advertiser.

The Newspaper Encyclomedia is an attempt to help reduce some of the data problems encountered by the national advertiser who is considering a newspaper program. It is designed to assist in the planning of a newspaper campaign by organizing newspaper coverage, cost and audience data in a uniform and familiar way, thus enabling the planner to create his own market lists and to cost-out his own units in a fraction of the time now required.

The information in this book was put together by the editors of Encyclomedia based solely on data supplied by the Audit Bureau of Circulations, Certified Audit of Circulations, Verified Audit of Circulations, the national newspaper representatives, the Newspaper Advertising Bureau and questionnaires and statements supplied by the newspapers themselves. We are grateful to all of the above for their help. Those newspapers which did not return our questionnaire—and for which we had no available data—were not included.

SECTION 1

DIMENSIONS

The fast facts in this section are important background for use in developing a national newspaper campaign or in planning competitive use of the newspaper medium. Here are the necessary facts and figures to have at your fingertips for client meetings, planning sessions, speeches, reports. For convenience, the section is divided into three parts.

Pages 6-12—Advertising Volume. Trends in newspaper ad volume, national newspaper ad expenditures 1974-1978, top newspaper advertisers 1977-1978.

Pages 13-15—Costs/Trends. Circulation and cost trends for daily and Sunday newspapers, preprints, hi-fi and spectacolor.

Pages 16-19—Readership. National newspaper readership figures for total adults, men and women from SMRB's 1979 Study of Media and Markets, broken out into 10 demographic categories.

ADVERTISING VOLUME

TOTAL ADVERTISING VOLUME IN THE UNITED STATES 1974–1978

(in millions of dollars)

	1974		1975		1976		1977		1978	
	Dollars	Percent	Dollars	Percent	Dollars	Percent	Dollars	Percent	Dollars	Percent
Newspapers	8,001	29.9	8,442	29.9	9,910	29.4	11,132	29.2	12,707	29.0
National	1,194	4.5	1,221	4.3	1,502	4.5	1,677	4.4	1,787	4.1
Local	6,807	25.4	7,221	26.6	8,408	24.9	9,455	24.8	10,920	24.9
Magazines	1,504	5.6	1,465	5.2	1,789	5.3	2,162	5.7	2,597	5.9
Weeklies	630	2.3	612	2.2	748	2.2	903	2.4	1,158	2.6
Women's	372	1.4	368	1.3	457	1.4	565	1.5	672	1.5
Monthlies	502	1.9	485	1.7	584	1.7	694	1.8	767	1.7
Farm publications	72	0.3	74	0.3	86	0.3	90	0.2	104	0.2
Television	4,851	18.1	5,272	18.6	6,721	19.9	7,612	20.0	8,979	20.5
Network	2,145	8.0	2,310	8.2	2.857	8.5	3,460	9.1	3,975	9.1
Spot	1,495	5.6	1,630	5.7	2,154	6.4	2,204	5.8	2,581	5.9
Local	1,211	4.5	1,332	4.7	1,710	5.0	1,948	5.1	2,423	5.5
Radio	1,837	6.9	2,025	7.2	2,330	6.9	2,634	6.9	2,942	6.7
Network	69	0.3	85	0.3	105	0.3	137	0.4	149	0.3
Spot	405	1.5	440	1.6	518	1.5	546	1.4	610	1.4
Local	1,363	5.1	1,500	5.3	1,707	5.1	1,951	5.1	2,185	5.0
Direct mail	3,986	14.9	4,155	14.7	4,813	14.3	5,333	14.0	5,987	13.7
Business papers	900	3.4	919	3.2	1,035	3.1	1,221	3.2	1,400	3.2
Outdoor	309	1.2	335	1.2	383	1.1	418	1.1	466	1.1
National	203	0.8	220	0.8	252	0.7	290	0.8	307	0.7
Local	106	0.4	115	0.4	131	0.4	128	0.3	159	0.4
Miscellaneous	5,270	19.7	5,583	19.7	6,653	19.7	7,518	19.7	8,658	19.7
National	2,752	10.3	2,881	10.2	3,474	10.3	3,935	10.3	4,485	10.2
Local	2,518	9.4	2,702	9.5	3,179	9.4	3,583	9.4	4,173	9.5
Total national	14,725	55.1	15,400	54.5	18,585	55.1	21,055	55.2	23,980	54.7
Total local	12,005	44.9	12,870	45.5	15,135	44.9	17,065	44.8	19,860	45.3
Grand total	26,730	100.0	28,270	100.0	33,720	100.0	38,120	100.0	43,840	100.0

Source: McCann-Erickson, Inc. Estimates include all costs, time and talent, space and production.

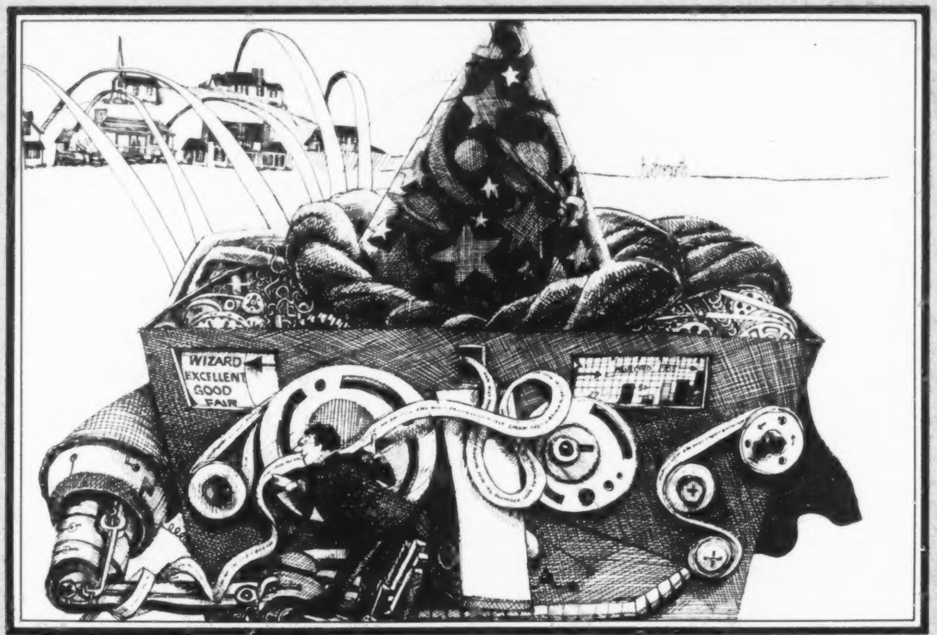
NEWSPAPER ADVERTISING VOLUME 1970–1978

(in millions of dollars)

	Total		National		Retail		Classified	
Year	Dollars	Percent change	Dollars	Percent change	Dollars	Percent change	Dollars	Percent change
1978	12,707	14.1	1,787	6.6	6,994	12.5	3,926	21.2
1977	11,132	12.3	1,677	11.7	6,216	10.0	3,239	17.5
1976	9,910	17.4	1,502	23.0	5,651	14.0	2,757	21.8
1975	8,442	5.5	1,221	2.3	4,958	8.9	2,263	0.4
1974	8,001	5.3	1,194	7.5	4,552	7.5	2,255	0.3
1973	7,595	8.4	1,111	0.7	4,236	7.1	2,248	15.4
1972	7,008	13.1	1,103	11.3	3,957	11.1	1,948	18.4
1971	6,198	8.7	991	11.2	3,562	8.2	1,645	8.2
1970	5,704	(0.2)	891	(5.5)	3,292	4.0	1,521	(5.2)

Production cost estimates included.
Source: McCann-Erickson, Inc.
Prepared by: Newspaper Advertising Bureau/Encyclomedia.

INTRODUCING THE WIZARD OF SUBURBIA.



USSPI's Innovative New Computer That Helps You Pinpoint Your Best Potential Markets. . .At No Cost To You.

Suburbia is where today's purchasing power is. . .and nobody knows more about the suburbs and how to sell them than USSPI.

Now, assisted by USSPI's new "Wizard of Suburbia," you can actually pinpoint the location of your best potential customers. . .and it won't cost you a dime.

Here's all you do. Simply call your local USSPI representative—the numbers are listed below—and he'll put the wheels in motion to get you an appointment with the Wizard. After your needs are assessed and your information request processed, you'll receive through your sales representative computer profiles, covering the markets you have selected, that will enable you to determine the prime buying audience for your product or service in each market. Not only will the report meet your specific demographic criteria for income, education, households, age and occupation, but it will present some highly authoritative statistical data you can use to evaluate where best to place your ad dollars.

Suburban Buying Power: Don't Overlook It. U.S. Suburban Press has changed the advertising world's suburban marketing strategy. Representing over 1,100 quality suburban newspapers in 45 important markets, USSPI's fresh, dynamic approach to network newspaper marketing allows you to take advantage of the enormous influence, growth and diversity of the upscale suburban audience. . .an audience that gives you the extra quality-plus-quantity you need to achieve targeted penetration to America's No.1 marketplace.

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Before you spend another media dollar in metro dailies, why not talk to your USSPI representative today and find out how the "Wizard of Suburbia" can help you locate your best potential markets. . .at a price you can't afford to pass up.

USSPI

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Nobody knows more about the suburbs— and how to sell them.

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New Orleans
(504) 834-8658

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(201) 567-4450

Seattle
(206) 824-7131

Chicago
(312) 321-0275

Dallas
(214) 239-0394

Atlanta
(404) 955-3040

Philadelphia
(215) 542-0232

St. Louis
(314) 872-9512

Los Angeles
(213) 380-8840

Detroit
(313) 647-7677

San Francisco
(415) 434-1270

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NATIONAL ADVERTISING INVESTMENTS IN NEWSPAPERS BY CLASSIFICATION 1974–1978

(in thousands of dollars)

	1978		1977		1976		1975		1974	
Classification	Dollars	Percent change	Dollars	Percent change	Dollars	Percent change	Dollars	Percent change	Dollars	Percent change
Alcoholic beverages	**72,009**	**1.1**	**71,193**	**(9.3)**	**78,478**	**8.8**	**72,156**	**(7.1)**	**77,682**	**3.2**
Beer(s)	8,090	(13.3)	9,331	55.6	5,995	16.6	5,141	10.5	4,651	(3.5)
Wines	3,327	10.7	3,006	39.8	2,150	(24.7)	2,855	14.6	2,490	40.3
Liquors	60,592	2.9	58,856	(16.3)	70,333	9.6	64,160	(9.1)	70,541	2.7
Amusements	**8,723**	**4.2**	**8,369**	**9.6**	**7,634**	**22.5**	**6,232**	**4.3**	**5,975**	**(4.2)**
Automotive	**268,950**	**7.4**	**250,510**	**16.4**	**215,235**	**22.5**	**175,728**	**(9.9)**	**195,060**	**2.3**
Gasoline & oil companies	14,546	(22.3)	18,718	15.4	16,227	(8.9)	17,809	(8.7)	19,507	32.6
Leasing & rentals	28,338	19.8	23,646	28.1	18,452	23.5	14,944	0.5	14,869	(13.5)
Parts, accessories & supplies	7,536	28.5	5,863	15.5	5,078	23.8	4,102	11.6	3,676	(13.7)
Passenger cars (new)	204,683	8.5	188,648	15.2	163,805	26.4	129,598	(12.6)	148,306	3.9
Trucks, trailers & mobile homes	12,527	(0.5)	12,584	22.0	10,318	23.4	8,360	3.1	8,105	(24.0)
Automotive not elsewhere classified	1,320	25.6	1,051	(22.4)	1,355	48.1	915	53.3	597	(48.1)
Cameras, photo supplies & services	**15,616**	**24.7**	**12,519**	**(11.0)**	**14,069**	**41.2**	**9,966**	**(12.1)**	**11,338**	**(1.9)**
Educational	**17,587**	**15.7**	**15,194**	**23.8**	**12,270**	**22.2**	**10,038**	**22.6**	**8,188**	**25.9**
Farm & garden	**22,709**	**(4.4)**	**23,744**	**11.7**	**21,248**	**14.9**	**18,497**	**3.0**	**17,961**	**12.2**
Foods	**153,611**	**(5.2)**	**162,039**	**9.6**	**147,796**	**12.7**	**131,141**	**14.5**	**114,582**	**5.8**
Baby foods	519	(5.5)	549	62.4	338	(15.3)	399	(19.7)	497	24.6
Bakery goods	12,213	(2.6)	12,541	(8.9)	13,765	8.6	12,674	37.7	9,205	(2.1)
Baking mixes, flour & ingredients	4,426	(14.9)	5,200	37.0	3,797	21.9	3,116	35.1	2,306	7.1
Beverages	31,766	(8.7)	34,805	9.4	31,822	21.8	26,116	31.1	19,926	9.2
Coffee	10,414	(27.7)	14,406	38.6	10,395	43.6	7,237	37.1	5,277	11.8
Tea	2,611	13.7	2,297	62.1	1,417	32.7	1,068	145.5	435	23.6
Fruit & vegetable juices	4,165	(6.4)	4,452	(39.7)	7,386	14.9	6,429	43.9	4,468	(3.0)
Soft drinks-carbonated-diet	1,079	25.9	857	(40.5)	1,440	7.5	1,340	11.0	1,207	29.0
Soft drinks-carbonated-non diet	6,654	(0.9)	6,712	27.1	5,280	8.7	4,858	7.2	4,533	12.8
Miscellaneous beverages	6,843	12.5	6,081	3.0	5,904	13.9	5,184	29.4	4,006	10.9
Cereals	7,981	20.5	6,621	(19.3)	8,201	21.5	6,750	18.4	5,702	90.8
Condiments	7,398	(9.2)	8,144	(1.5)	8,267	15.0	7,191	(2.9)	7,406	22.4
Confectionery & snacks	9,501	(46.6)	17,803	24.7	14,272	24.2	11,493	33.0	8,639	18.1
Dairy products	14,043	(4.6)	14,720	40.0	10,516	(9.3)	11,592	(1.3)	11,741	(1.4)
Desserts & dessert ingredients	2,367	(1.4)	2,401	14.6	2,096	(8.6)	2,293	(27.7)	3,170	5.9
Fruits & vegetables	10,407	14.5	9,087	11.2	8,169	(14.1)	9,514	13.9	8,350	(1.7)
Macaroni products-uncooked	1,230	2.1	1,205	(14.6)	1,411	36.9	1,031	44.0	716	(3.9)
Meats, fish & poultry	15,381	(1.3)	15,587	14.9	13,569	27.0	10,682	(5.6)	11,312	20.1
Prepared dinners & dishes	9,113	(10.5)	10,179	13.5	8,966	19.7	7,493	8.7	6,895	(21.4)
Shortenings, oils & margarines	6,519	72.3	3,784	(23.4)	4,940	(23.2)	6,432	(1.2)	6,512	(22.2)
Soups	2,709	(23.0)	3,517	22.5	2,871	22.3	2,347	39.0	1,688	(8.7)
Sugars, syrups & jellies	2,472	(22.8)	3,203	6.5	3,007	4.0	2,892	26.5	2,286	21.0
Miscellaneous foods	15,566	22.6	12,693	7.7	11,789	29.2	9,126	10.9	8,231	12.8
Franchise offers	**5,005**	**14.1**	**4,388**	**22.0**	**3,598**	**18.6**	**3,033**	**(11.8)**	**3,440**	**(1.5)**
Help wanted	**39,881**	**40.9**	**28,297**	**72.8**	**16,378**	**59.4**	**10,278**	**(33.7)**	**15,504**	**47.1**
Hotels & resorts	**54,820**	**7.7**	**50,902**	**3.5**	**49,185**	**11.5**	**44,111**	**11.2**	**39,667**	**16.2**
Hotels, motels, & resorts	31,336	5.2	29,797	(1.0)	30,101	10.4	27,277	6.4	25,636	10.0
Resort area development	23,484	11.3	21,105	10.6	19,084	13.4	16,834	20.0	14,031	29.5
Household furniture & furnishings	**7,675**	**(6.8)**	**8,235**	**2.6**	**8,029**	**9.2**	**7,355**	**(7.7)**	**7,966**	**21.9**
Floor coverings	2,219	34.2	1,653	(2.2)	1,691	(4.5)	1,771	(12.1)	2,014	(1.1)
Furnishings	3,012	(13.1)	3,468	(7.9)	3,764	42.2	2,647	(23.3)	3,449	25.7
Furniture	2,444	(21.5)	3,114	21.0	2,574	(12.4)	2,937	17.3	2,503	42.5
Household heating & home heating equipment	**5,805**	**12.6**	**5,157**	**38.7**	**3,717**	**29.8**	**2,863**	**(14.4)**	**3,346**	**(32.1)**
Electric, gas & oil suppliers	2,304	(24.3)	3,043	11.3	2,734	17.7	2,322	(12.7)	2,661	(37.3)
Heating & plumbing equipment	3,501	65.6	2,114	115.1	983	81.7	541	(21.0)	685	0.3
Household supplies	**33,668**	**8.6**	**31,013**	**6.4**	**29,157**	**17.8**	**24,757**	**19.3**	**20,749**	**(6.3)**
Aluminum & paper products	8,829	21.6	7,261	(3.9)	7,556	2.6	7,366	94.3	3,792	(35.4)
Disinfectants & insecticides	1,549	(0.3)	1,554	(1.5)	1,578	(4.4)	1,650	58.7	1,040	(21.9)
Home building materials & tools	5,790	(14.6)	6,782	16.1	5,843	30.2	4,486	12.9	3,974	23.8

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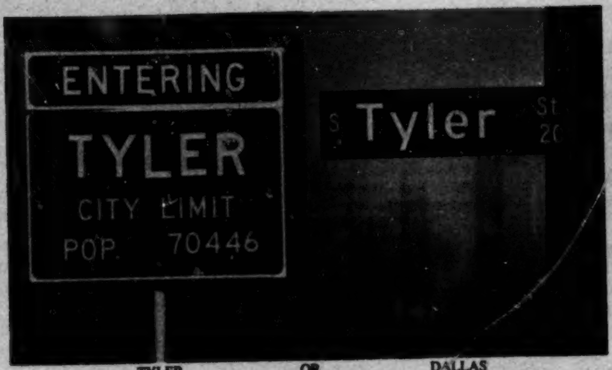
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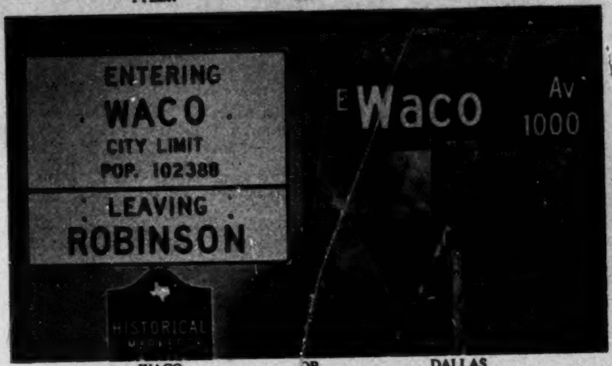
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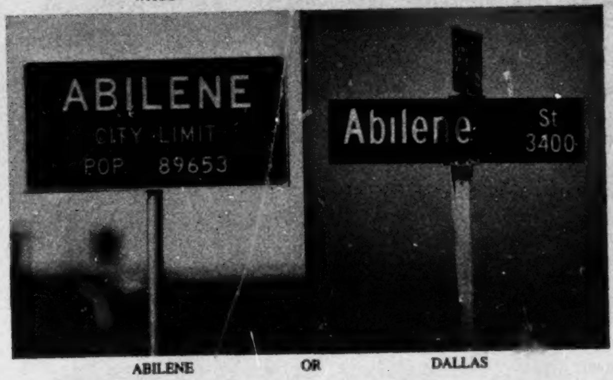
MARSHALL OR DALLAS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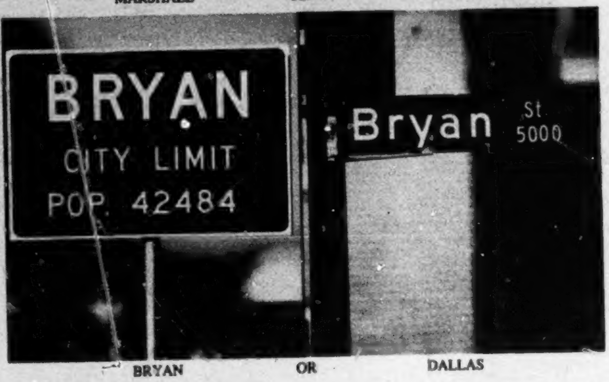
ABILENE OR DALLAS


BRYAN
CITY LIMIT
POP. 42484
Bryan St
5000

BRYAN OR DALLAS

When you buy Dallas, you'd better know the difference between Tyler, Texas and Tyler Street.

Buying a market you're not familiar with is at best, difficult. And with all the claims made by the competition about being number one everywhere in the state, it's hard not to believe them.

But remember this, when you buy the Morning News, you get almost a third of your reach outside the Dallas County Trade Area. In places like Tyler.

So if you want to reach the people of Dallas – like the ones that live on Tyler Street, you need the Dallas Times Herald. We'll deliver 21,000 more households in Dallas County than the competition. Because in the Times Herald, you get exactly what you pay for. Dallas. And more of it.

So go ahead and tell your media director you bought Tyler, Abilene, Marshall and Bryan. But only the ones with Dallas zip codes.

Dallas Times Herald

The newspaper Dallas can be proud of.

Represented nationally by Branham Newspaper Sales, Inc.

NATIONAL ADVERTISING INVESTMENTS IN NEWSPAPERS BY CLASSIFICATION CONTINUED

(in thousands of dollars)

Classification	1978		1977		1976		1975		1974	
	Dollars	Percent change	Dollars	Percent change	Dollars	Percent change	Dollars	Percent change	Dollars	Percent change
Paints, wall coverings & other finishes	5,145	0.0	5,145	48.1	3,474	27.0	2,735	27.7	2,142	5.3
Soaps, cleansers & polishes	8,477	7.7	7,869	(8.7)	8,618	26.8	6,798	(14.9)	7,985	(0.2)
Miscellaneous household supplies	3,878	61.4	2,402	15.0	2,088	21.3	1,722	(5.2)	1,816	6.8
Household equipment & appliances	**53,668**	**6.6**	**50,341**	**29.3**	**38,940**	**28.1**	**30,407**	**(6.8)**	**32,624**	**(3.5)**
Air conditioning	3,528	8.5	3,253	11.0	2,930	(16.8)	3,522	(13.5)	4,073	(5.5)
Phonographs, records, tapes & recorders	12,785	1.8	12,564	47.8	8,500	43.3	5,931	6.7	5,559	(6.1)
Radio & TV sets	11,991	(8.7)	13,128	7.6	12,205	34.6	9,066	(15.1)	10,675	(3.0)
Ranges, stoves & dishwashers	5,755	(3.2)	5,947	75.3	3,393	55.0	2,189	57.9	1,386	(34.7)
Refrigerators & freezers	956	66.8	573	(15.1)	675	53.8	439	(56.8)	1,015	0.3
Small electrical appliances	3,971	8.7	3,653	16.2	3,145	76.6	1,781	(8.4)	1,943	7.9
Washers & dryers	1,462	25.3	1,167	34.0	871	57.2	554	(29.2)	782	(52.0)
Miscellaneous household equipment & appl.	13,220	31.5	10,056	39.3	7,221	4.3	6,925	(3.7)	7,191	19.9
Industrial	**21,173**	**3.3**	**20,487**	**14.1**	**17,956**	**29.5**	**13,868**	**(7.0)**	**14,906**	**13.2**
Aircraft & equipment	1,382	(11.7)	1,566	56.3	1,002	35.6	739	(15.9)	879	9.9
Industrial area development	1,826	28.3	1,423	(24.1)	1,876	3.0	1,822	9.7	1,661	(7.4)
Office equipment & stationary supplies	6,538	(6.4)	6,982	36.3	5,121	8.8	4,708	5.8	4,450	11.6
Industrial materials & machinery	6,855	23.2	5,562	8.6	5,121	39.5	3,670	(18.6)	4,509	37.6
Miscellaneous industrial	4,572	(7.7)	4,954	2.4	4,836	65.1	2,929	(14.0)	3,407	2.7
Insurance	**29,902**	**13.9**	**26,249**	**13.6**	**23,115**	**14.3**	**20,222**	**(5.4)**	**21,382**	**(7.8)**
Life, health & medical	28,813	18.3	24,349	11.5	21,838	17.3	18,623	(5.6)	19,728	(9.1)
Fire, casualty & other	1,089	(42.7)	1,900	48.8	1,277	(20.1)	1,599	(3.3)	1,654	11.5
Jewelry, watches & silverware	**3,942**	**(8.1)**	**4,288**	**23.9**	**3,460**	**9.3**	**3,166**	**13.6**	**2,787**	**19.2**
Mail order	**58,006**	**35.5**	**42,826**	**2.4**	**41,804**	**(0.3)**	**41,928**	**13.6**	**37,018**	**17.0**
Medical products & drugs	**21,628**	**(4.9)**	**22,739**	**30.9**	**17,369**	**34.3**	**12,933**	**(6.2)**	**13,786**	**(5.9)**
Cold, cough & sinus remedies	1,805	0.5	1,796	(2.9)	1,850	53.0	1,209	(18.8)	1,488	(14.9)
Digestive aids & laxatives	1,041	(33.9)	1,576	14.8	1,373	55.1	885	(12.7)	1,014	(0.9)
Headache remedies & sedatives	1,665	(1.4)	1,689	30.3	1,296	(3.7)	1,346	6.0	1,270	(19.9)
Vitamins, tonics & reducing aids	10,268	1.4	10,122	54.8	6,538	25.1	5,228	7.7	4,852	(1.7)
Medicated skin products	1,143	(26.9)	1,564	(10.4)	1,746	59.7	1,093	(22.9)	1,418	(7.7)
Miscellaneous medical products & drugs	5,706	(4.8)	5,992	31.2	4,566	43.9	3,172	(15.3)	3,744	(1.9)
Pets & pet supplies	**11,034**	**10.9**	**9,947**	**(13.4)**	**11,486**	**37.2**	**8,372**	**(2.1)**	**8,550**	**52.7**
Pet foods	10,264	11.2	9,229	(17.4)	11,178	35.5	8,247	(0.8)	8,309	58.8
Pets & pet supplies	770	7.2	718	133.1	308	146.4	125	(48.1)	241	(34.7)
Political	**25,728**	**293.1**	**6,545**	**(71.0)**	**22,556**	**331.4**	**5,229**	**(53.6)**	**11,260**	**105.4**
Professional service	**7,039**	**19.6**	**5,887**	**19.4**	**4,930**	**(11.2)**	**5,550**	**3.5**	**5,364**	**24.0**
Public service utilities & communications	**32,119**	**17.7**	**27,297**	**14.4**	**23,871**	**24.3**	**19,211**	**(2.1)**	**19,612**	**(0.4)**
Publishing & media	**128,250**	**2.5**	**125,132**	**20.0**	**104,258**	**25.0**	**83,412**	**4.4**	**79,904**	**17.4**
Books	26,132	3.8)	27,162	5.4	25,770	17.6	21,922	4.1	21,067	4.5
Magazines	13,039	(7.0)	14,025	28.4	10,926	(4.3)	11,411	17.1	9,741	(3.0)
Newspapers	2,604	29.9	2,004	(16.3)	2,393	41.7	1,689	(19.5)	2,099	11.0
Radio & TV stations	86,475	5.5	81,941	25.7	65,169	34.7	48,390	3.0	46,997	30.7
Real estate	**7,845**	**(4.2)**	**8,186**	**(7.4)**	**8,839**	**0.8**	**8,773**	**(21.8)**	**11,224**	**(3.7)**
Sporting & leisure time equipment	**8,067**	**(0.7)**	**8,123**	**(0.7)**	**8,180**	**18.2**	**6,918**	**11.5**	**6,206**	**(2.7)**
Sporting goods	4,957	28.5	3,859	9.0	4,767	34.9	3,533	3.5	3,413	(5.4)
Boats & equipment	959	(30.9)	1,388	60.3	866	(19.8)	1,079	19.8	901	(18.2)
Hobbies, toys & games	2,151	(25.2)	2,876	12.9	2,547	10.5	2,306	21.9	1,892	13.6
Tobacco	**228,834**	**(2.3)**	**234,246**	**16.7**	**200,773**	**35.5**	**148,145**	**18.1**	**125,400**	**17.2**
Cigars	2,118	(21.6)	2,701	31.5	2,054	13.4	1,812	(35.5)	2,809	(17.2)
Cigarettes	224,214	(2.5)	229,852	16.3	197,607	35.8	145,524	19.5	121,824	19.0
Tobacco & smoking accessories	2,502	47.8	1,693	52.2	1,112	37.5	809	5.5	767	(37.3)

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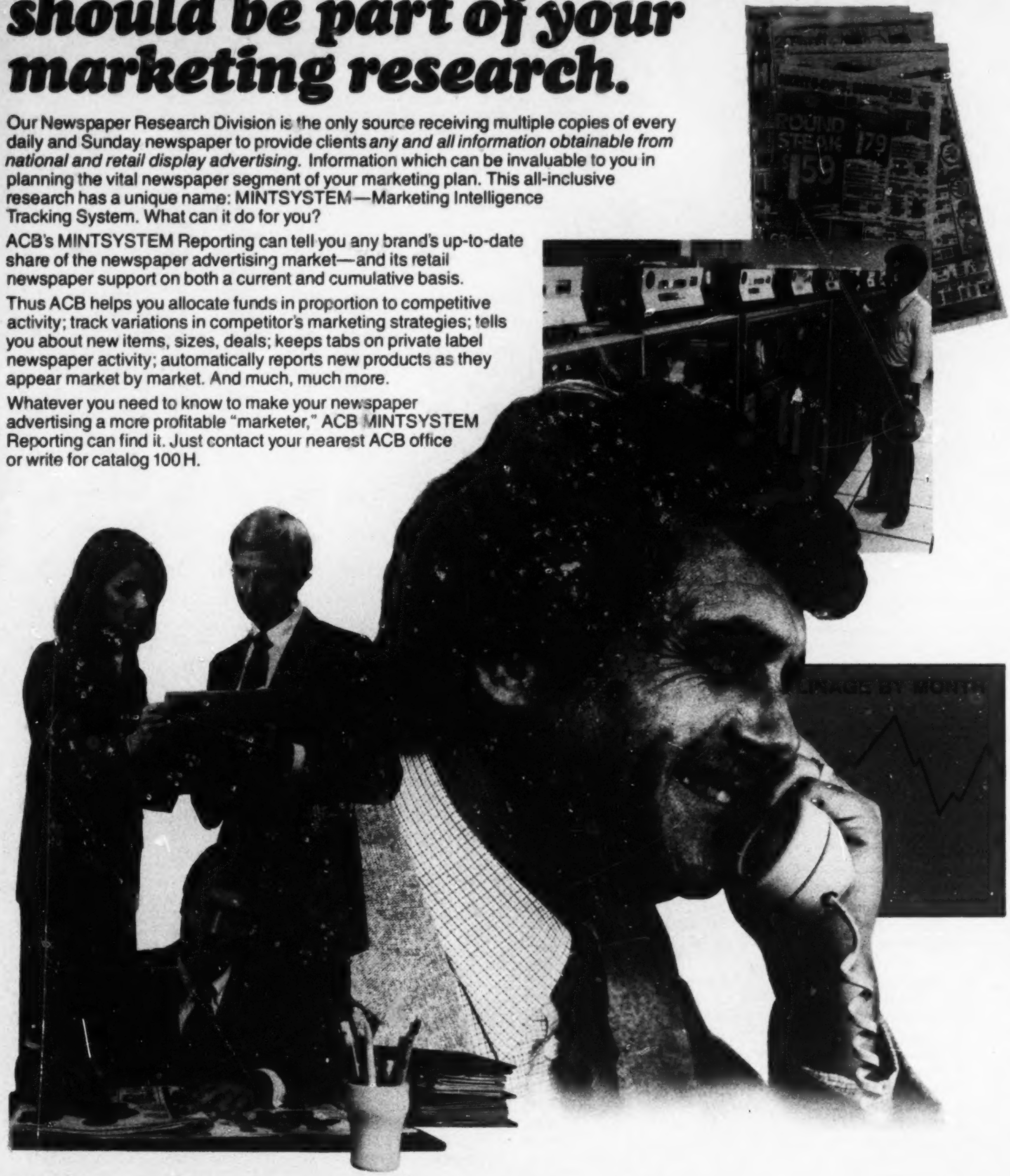

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Our Newspaper Research Division is the only source receiving multiple copies of every daily and Sunday newspaper to provide clients *any and all information obtainable from national and retail display advertising.* Information which can be invaluable to you in planning the vital newspaper segment of your marketing plan. This all-inclusive research has a unique name: MINTSYSTEM—Marketing Intelligence Tracking System. What can it do for you?

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SAN FRANCISCO: 1453 Mission Street, 94103; Phone 415/552-6000
ORLANDO: 1010 Executive Center Drive, 32803; Phone 305/898-7680

NATIONAL ADVERTISING INVESTMENTS IN NEWSPAPERS BY CLASSIFICATION CONTINUED

(in thousands of dollars)

	1978		1977		1976		1975		1974	
Classification	Dollars	Percent change	Dollars	Percent change	Dollars	Percent change	Dollars	Percent change	Dollars	Percent change
Toiletries & toilet goods	**25,425**	**30.9**	**19,427**	**1.3**	**19,169**	**19.4**	**16,050**	**(0.5)**	**16,124**	**(12.4)**
Cosmetics, make-up & manicure products	4,782	44.6	3,307	38.3	2,392	9.4	2,186	(22.9)	2,936	(10.3)
Dental supplies & mouthwashes	3,490	138.9	1,461	(44.3)	2,625	59.2	1,649	(24.7)	2,191	(22.7)
Feminine hygienic products	1,810	26.8	1,428	(5.2)	1,506	(9.6)	1,665	(9.9)	1,848	(31.0)
Men's toiletries & hair products	990	(14.4)	1,156	31.5	879	(3.8)	914	(10.3)	1,019	17.9
Men's & women's shaving equipment	1,867	29.8	1,436	12.2	1,282	29.0	994	(17.8)	1,209	(26.2)
Perfumes & toilet water	1,504	57.8	953	(25.6)	1,281	(25.5)	1,720	115.5	798	(30.7)
Toilet soaps, bath powders & deodorants	4,672	15.6	4,041	(16.4)	4,834	12.1	4,312	49.9	2,876	(0.4)
Women's hair products & treatments	897	(51.9)	1,863	143.8	764	38.2	553	(50.8)	1,123	(10.7)
Miscellaneous toiletries & toilet products	5,413	43.2	3,780	4.8	3,606	75.3	2,057	(3.2)	2,124	16.4
Transportation	**211,905**	**4.8**	**202,112**	**5.5**	**191,562**	**23.8**	**154,675**	**8.2**	**142,982**	**6.3**
Airlines	124,470	7.1	116,263	5.3	110,385	12.9	97,767	5.1	92,984	10.8
Domestic	78,491	7.3	73,167	0.7	72,642	26.8	57,280	7.6	53,217	10.6
International	44,723	5.9	42,214	13.8	37,089	(6.6)	39,689	2.3	38,782	10.3
Cargo	1,256	42.4	882	34.9	654	(18.1)	798	(19.0)	985	58.9
Bus Lines	4,676	14.5	4,085	(22.8)	5,292	28.6	4,116	31.0	3,143	50.7
Railroads	4,850	26.6	3,832	(28.1)	5,327	144.9	2,175	(23.6)	2,845	(19.1)
Steamships	23,439	(13.9)	27,231	8.1	25,202	25.0	20,163	17.9	17,106	(7.4)
Tours & travel service	50,374	9.7	45,910	10.6	41,505	45.9	28,438	15.8	24,559	1.1
Miscellaneous transportation	4,096	(14.5)	4,791	24.4	3,851	91.0	2,016	(14.0)	2,345	7.4
Wearing apparel	**27,843**	**(8.5)**	**30,423**	**25.5**	**24,248**	**20.2**	**20,174**	**(1.7)**	**20,531**	**(8.7)**
General not elsewhere classified	**63,398**	**19.7**	**52,985**	**48.5**	**35,690**	**32.7**	**26,897**	**4.4**	**25,763**	**28.2**
Grand total	**1,671,865**	**6.6**	**1,568,800**	**11.7**	**1,405,000**	**23.0**	**1,142,085**	**2.3**	**1,116,881**	**7.5**

Source: Media Records, Inc.

TOP 50 NEWSPAPER ADVERTISERS IN 1978 AND THEIR INVESTMENTS 1977/1978

Rank/Company	1978 Dollars	1977 Dollars
1. **R.J. Reynolds**	61,093,436	59,044,744
2. **Philip Morris**	52,013,737	53,123,344
3. **General Motors**	46,702,868	47,504,892
4. **Ford Motor**	27,209,744	26,835,644
5. **Loews Corp.**	26,666,500	21,297,842
6. **RCA**	19,143,498	14,343,428
7. **Liggett Group**	18,994,769	23,602,343
8. **American Brands**	18,355,332	22,317,693
9. **British American Tobacco**	16,532,063	24,366,123
10. **Delta Airlines**	16,156,072	14,900,638
11. **Chrysler Corp.**	15,819,958	15,831,795
12. **Columbia Broadcasting System**	14,842,633	12,193,691
13. **Film Corporation of America**	14,818,197	3,061,544
14. **United Airlines**	13,363,724	8,029,947
15. **American Telephone & Telegraph**	12,090,295	9,966,492
16. **Eastern Airlines**	11,277,369	11,796,341
17. **Trans World Airlines**	11,224,416	12,515,124
18. **American Airlines**	10,279,021	11,888,719
19. **American Broadcasting**	10,167,481	5,706,403
20. **General Electric**	9,002,571	8,265,489
21. **Procter & Gamble**	8,559,445	5,830,380
22. **Toyota Motor**	8,367,152	6,160,452
23. **General Foods**	8,240,943	6,271,297
24. **Seagram, Joseph E. & Sons**	8,031,583	7,027,166
25. **American Motors**	7,666,877	7,106,961
26. **Franklin Mint, Inc.**	7,485,084	10,468,431
27. **Braniff International Airlines**	6,660,633	5,871,249
28. **Time, Inc.**	5,546,013	4,627,010
29. **Rapid-American**	5,447,941	5,051,144
30. **Nestle**	5,297,799	10,460,998
31. **Kraftco**	5,009,797	5,458,786
32. **National Airlines**	5,005,018	5,859,096
33. **Heublein**	5,003,892	4,449,967
34. **Kellogg**	4,824,098	3,124,964
35. **Norton Simon**	4,707,597	5,758,282
36. **Borden**	4,685,486	4,197,348
37. **Mobil Oil**	4,657,809	5,820,566
38. **Volvo of America**	4,452,242	4,786,569
39. **Pan American World Airways**	4,373,026	5,909,972
40. **Nissan Motor Corp.**	4,365,853	6,327,981
41. **Coca-Cola**	4,293,660	3,451,065
42. **MCA Inc.**	4,134,403	2,052,312
43. **Holland America Cruises**	3,930,105	3,031,792
44. **Western Airlines**	3,856,375	4,273,413
45. **Doubleday & Co.**	3,796,425	2,563,083
46. **General Mills**	3,757,147	3,690,617
47. **Greyhound**	3,452,492	2,938,540
48. **Sony Corp. of America**	3,433,199	*
49. **Continental Airlines**	3,394,437	2,613,885
50. **Campbell Soup**	3,349,834	3,796,057

*Figures not available.
Source: Media Records, Inc.

COSTS/TRENDS

AVERAGE COST OF 1000 LINES B/W IN DAILY NEWSPAPERS 1970-1978

	Cost/1000 lines in every daily		Gross daily circulation				Cost/1000 circ.		Cost/rating point	
Year	Dollars	Index	(000)	Index	Circ. GRP's (%)	Index	Dollars	Index	Dollars	Index
1970	391,280	53	61,108	100	102.0	123	6.30	53	3,836	42
1971	406,419	55	62,231	100	97.9	119	6.53	54	4,151	46
1972	419,570	56	62,510	101	95.2	116	6.71	56	4,407	49
1973	446,659	60	63,147	102	93.4	113	7.07	59	4,782	53
1974	491,000	66	63,700	103	92.3	112	7.71	64	5,320	59
1975	558,267	75	60,655	98	85.7	104	9.20	77	6,514	72
1976	620,136	83	60,977	98	84.7	103	10.17	85	7,322	81
1977	676,490	91	61,000	98	82.8	100	11.09	92	8,170	90
1978	743,880	100	61,990	100	82.4	100	12.00	100	9,028	100

AVERAGE COST OF 4/C PAGE IN NATIONAL SUPPS 1970-1978

	Gross cost of 1P4C		Gross circulation				Cost/1000 circ.		Cost/rating point	
Year	Dollars	Index	(000)	Index	Circ. GRP's %	Index	Dollars	Index	Dollars	Index
1970	195,700	55	47,600	88	76.9	107	4.11	62	2,540	51
1971	200,000	56	47,430	88	74.6	104	4.22	63	2,680	54
1972	212,360	59	48,670	90	74.1	103	4.36	66	2,870	57
1973	221,420	62	50,260	93	74.4	104	4.41	66	2,980	60
1974	248,963	70	51,500	96	74.7	104	4.83	73	3,330	67
1975	288,907	81	51,775	96	73.2	102	5.58	84	3,947	79
1976	302,834	85	52,072	97	72.3	101	5.82	88	4,189	84
1977	328,018	92	53,318	99	72.4	101	6.15	92	4,531	91
1978	358,100	100	53,850	100	71.6	100	6.65	100	5,000	100

Source: Media dept., J. Walter Thompson. The calendar year 1978 was taken as Index 100 and costs in years previous, starting with 1970, compared to it to show unit cost changes on both an index and dollar basis, cost per thousand and cost per rating point.

DOLLARS SPENT FOR DAILY AND SUNDAY NEWSPAPERS IN U.S. AND CANADA 1963-1978

(in thousands of dollars)

	United States			Canada			Total U.S. & Canada
Year	Daily	Sunday	Total	Daily	Sat/Sunday	Total	
1963	1,418,540	483,280	1,901,820	107,734	17,600	125,334	2,027,154
1964	1,486,318	497,491	1,983,809	112,766	18,597	131,363	2,115,172
1965	1,501,332	521,758	2,023,090	120,987	17,458	138,445	2,161,535
1966	1,580,811	528,239	2,109,050	127,766	19,246	147,012	2,256,062
1967	1,643,068	537,174	2,180,242	128,577	23,118	151,695	2,331,937
1968	1,732,427	555,788	2,288,215	137,614	24,631	162,245	2,450,460
1969	1,799,116	626,330	2,425,446	139,140	28,880	168,020	2,593,466
1970	1,921,404	712,998	2,634,402	150,646	30,818	181,464	2,815,866
1971	2,088,520	744,800	2,833,320	157,192	33,068	190,260	3,023,580
1972	2,138,653	790,580	2,929,233	171,449	36,160	207,609	3,136,842
1973	2,206,430	831,390	3,037,820	180,732	44,968	225,700	3,263,520
1974	2,641,020	940,713	3,581,733	212,344	66,920	279,264	3,860,997
1975	2,886,978	1,034,537	3,921,515	220,034	75,460	295,494	4,217,009
1976	2,973,894	1,113,409	4,087,303	231,805	84,457	316,262	4,403,565
1977	3,129,901	1,180,335	4,310,236	244,904	88,895	333,799	4,644,035
1978	3,289,526	1,245,253	4,534,779	268,905	99,774	368,679	4,903,458

Note: Figures were computed by applying each paper's single copy rate to its own circulation.
Prepared by: Newspaper Advertising Bureau, April, 1979.

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CURRENT AND CONSTANT DOLLAR MILLINE RATES OF U.S. NEWSPAPERS 1958–1977

	Circulation		Milline rate in current dollars		GNP price deflator	Milline rate in constant dollars (1977 = 100)	
Year	Daily	Sunday	Daily	Sunday	(1977 = 100)	Daily	Sunday
1958	57,418	46,955	4.61	3.57	48.6	9.49	7.35
1959	58,300	47,848	4.66	3.51	49.3	9.45	7.12
1960	58,882	47,699	4.75	3.54	50.2	9.46	7.05
1961	59,261	48,216	4.86	3.63	50.8	9.57	7.15
1962	59,849	48,888	5.02	3.68	51.3	9.79	7.17
1963	58,905	46,830	5.08	3.79	52.0	9.77	7.29
1964	60,412	48,383	5.10	3.77	52.9	9.64	7.13
1965	60,358	48,600	5.17	3.76	53.8	9.61	6.99
1966	61,397	49,282	5.45	3.86	55.3	9.86	6.98
1967	61,561	49,224	5.49	4.03	57.1	9.61	7.06
1968	62,023	49,660	5.68	4.18	59.4	9.56	7.04
1969	62,060	49,675	5.97	4.41	62.2	9.60	7.09
1970	62,108	49,217	6.30	4.67	65.7	9.59	7.11
1971	62,231	49,665	6.53	4.80	68.6	9.52	7.00
1972	62,510	50,001	6.71	5.00	70.9	9.46	6.68
1973	63,147	51,717	7.07	5.28	74.9	9.44	7.05
1974	61,877	51,679	8.21	6.17	82.6	9.94	7.47
1975	60,655	51,096	9.26	7.02	89.9	10.30	7.81
1976	60,977	51,565	10.17	7.53	94.5	10.76	7.97
1977	61,495	52,429	11.03	8.25	100.0	11.03	8.25

Prepared by: Newspaper Advertising Bureau, September, 1978.

NUMBER AND CIRCULATION OF DAILY NEWSPAPERS OVER PAST 25 YEARS

	Number of newspapers*			Circulation (000)		
Year	Morning	Evening	Total M/E	Morning	Evening	Total M/E
1954	317	1,448	1,765	21,705	33,367	55,072
1955	316	1,454	1,760	22,183	33,964	56,147
1956	314	1,454	1,761	22,492	34,610	57,102
1957	309	1,453	1,755	23,170	34,635	57,805
1958	307	1,456	1,751	23,160	34,258	57,418
1959	306	1,455	1,755	23,547	34,753	58,300
1960	312	1,459	1,763	24,029	34,853	58,882
1961	312	1,458	1,761	24,094	35,167	59,261
1962	318	1,451	1,760	24,563	35,286	59,849
1963	311	1,453	1,754	23,459	35,446	58,905
1964	323	1,452	1,763	24,365	36,047	60,412
1965	320	1,444	1,751	24,107	36,251	60,358
1966	324	1,444	1,754	24,806	36,591	61,397
1967	327	1,438	1,749	25,282	36,279	61,561
1968	328	1,443	1,752	25,838	36,185	62,023
1969	333	1,443	1,758	25,812	36,248	62,060
1970	334	1,429	1,748	25,934	36,174	62,108
1971	339	1,425	1,749	26,116	36,115	62,231
1972	337	1,441	1,761	26,078	36,432	62,510
1973	343	1,451	1,774	26,524	36,623	63,147
1974	340	1,449	1,768	26,145	35,732	61,877
1975	339	1,436	1,756	25,490	35,165	60,655
1976	346	1,435	1,762	25,858	35,119	60,977
1977	352	1,435	1,766	26,742	34,753	61,495
1978	355	1,419	1,769	27,657	34,333	61,990

* All Day newspapers are listed in both Morning and Evening columns, but only once in the Total M/E figures.
Prepared by: Newspaper Advertising Bureau, July, 1979.

NUMBER AND CIRCULATION OF SUNDAY NEWSPAPERS OVER PAST 25 YEARS

Year	Number	Circulation
1954	544	46,176
1955	541	46,448
1956	546	47,162
1957	544	47,044
1958	556	46,955
1959	564	47,848
1960	563	47,699
1961	558	48,216
1962	558	48,888
1963	550	46,830
1964	561	48,383
1965	562	48,600
1966	578	49,282
1967	573	49,224
1968	578	49,693
1969	585	49,675
1970	586	49,217
1971	590	49,665
1972	605	50,001
1973	634	51,717
1974	641	51,679
1975	639	51,096
1976	650	51,565
1977	668	52,429
1978	696	53,990

Prepared by: Newspaper Advertising Bureau, July, 1979.

CIRCULATION OF NEWSPAPER PREPRINTS 1970–1978

Year	Free fall inserts (000)	Total daily & Sunday (000)	Roll fed inserts (000)	Total circulation (000)	Dollars (000)
1970	6,040	7,057	943	8,000	—
1971	7,540	8,912	1,088	10,000	—
1972	8,616	10,565	1,235	11,800	—
1973	10,268	11,895	905	12,800	—
1974	12,741	15,365	635	16,000	—
1975	—	15,800	261	16,000	—
1976	—	16,766	343	17,109	838,000
1977	—	20,101	165	20,266	1,086,000
1978	—	23,988	244	24,232	1,390,000

Prepared by: Newspaper Advertising Bureau, April 1979.

NEWSPAPERS OFFERING COLOR, HI-FI, SPECTACOLOR 1977/1978

	Number of newspapers		Circulation (000)		Percent U.S. circulation	
	1978	1977	1978	1977	1978	1977
2/Color	1,619	1,616	57,136	56,673	93	93
3/Color	1,464	1,459	52,905	52,540	86	86
4/Color	1,360	1,355	52,430	51,990	85	85
Hi-Fi	1,690	1,690	59,774	59,300	97	97
Spectacolor	390	394	25,875	26,670	42	44
Total dailies	**1,766**	**1,762**	**61,495**	**60,977**	**100**	**100**

Prepared by: Newspaper Advertising Bureau, January, 1979.

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READERSHIP

THE Simmons Market Research Bureau, Inc.'s 1979 Study of Media and Markets is based on a national probability sample of 15,026 people, 18 years of age or older, residing in the contiguous 48 states. The study reports magazine, newspaper and national Sunday magazine audiences as well as respondent demographics and product usage data. SMRB also collects information on radio listening and tv viewing from a subsample of respondents so that media planners can have a complete data file for direct matching, intermedia comparisons and media mix analysis.

The newspapers were measured as follows: Daily newspapers were measured by the 'Read Yesterday' method; Sunday and weekend newspapers were measured by the 'Read Last Saturday' or 'Read Since Last Saturday' procedure.

For additional information contact Simmons Market Research Bureau, 219 E. 42 St., New York, NY 10017, (212) 867-1414.

TOTAL ADULTS

(in thousands)

		Daily			Sunday/Weekend		
	Total U.S.	Read any yesterday	Pct. cov.	Pct. comp.	Read any yesterday	Pct. cov.	Pct. comp.
TOTALS	155,794	109,352	70.2	100.0	107,176	68.8	100.0
Total men	74,722	53,434	71.5	100.0	51,808	69.3	100.0
Total women	81,073	55,918	69.0	100.0	55,367	68.3	100.0
AGE							
18-24 years	28,385	17,071	60.1	15.6	17,600	62.0	16.4
25-34 years	34,725	22,974	66.2	21.0	23,616	68.0	22.0
35-44 years	24,972	18,234	73.0	16.7	18,510	74.1	17.3
45-54 years	23,611	18,729	79.3	17.1	17,413	73.7	16.2
55-64 years	21,139	15,848	75.0	14.5	15,106	71.5	14.1
65 years & older	22,962	16,496	71.8	15.1	14,930	65.0	13.9
18-34 years	63,109	40,045	63.5	36.6	41,217	65.3	38.5
18-49 years	99,601	67,483	67.8	61.7	68,126	68.4	63.6
EDUCATION							
Graduated college	22,011	17,371	78.9	15.9	17,771	80.7	16.6
Attended college 1-3 years	25,047	18,656	74.5	17.1	19,118	76.3	17.8
Graduated high school	59,229	42,919	72.5	39.2	42,820	72.3	40.0
Attended high school 1-3 years	24,464	16,119	65.9	14.7	15,298	62.5	14.3
Did not attend high school	25,044	14,287	57.0	13.1	12,169	48.6	11.4
Attended college or more	47,058	36,027	76.6	32.9	36,889	78.4	34.4
Graduated high school or more	106,286	78,946	74.3	72.2	79,709	75.0	74.4
OCCUPATION							
Professional/Technical	16,309	12,725	78.0	11.6	12,878	79.0	12.0
Managerial/Administrative	10,858	8,686	80.0	7.9	8,803	81.1	8.2
Clerical/Sales	22,793	16,728	73.4	15.3	17,436	76.5	16.3
Craftsman/Foreman	13,261	9,186	69.3	8.4	9,112	68.7	8.5
Other employment	31,936	20,628	64.6	18.9	19,787	62.0	18.5
Not employed	60,638	41,400	68.3	37.9	39,160	64.6	36.5
HOUSEHOLD INCOME							
$35,000 & over	17,217	14,390	83.6	13.2	14,402	83.6	13.4
25,000 & over	41,274	33,430	81.0	30.6	33,576	81.3	31.3
15,000 & over	84,688	65,413	77.2	59.8	65,453	77.3	61.1
20,000-24,999	20,306	15,429	76.0	14.1	15,514	76.4	14.5
15,000-19,999	23,109	16,553	71.6	15.1	16,363	70.8	15.3
10,000-14,999	33,677	22,557	67.0	20.6	21,441	63.7	20.0
5,000-9,999	22,314	13,781	61.0	12.6	13,129	58.8	12.2
Under 5,000	15,115	7,601	50.3	7.0	7,154	47.3	6.7

ADULTS CONTINUED	Total U.S.	Daily			Sunday/Weekend		
		Read any yesterday	Pct. cov.	Pct. comp.	Read any yesterday	Pct. cov.	Pct. comp.
MARITAL STATUS							
Single	29,964	19,266	64.3	17.6	19,859	66.3	18.5
Married	100,516	73,986	73.6	67.7	71,737	71.4	66.9
Divorced/Separated	13,078	8,355	63.9	7.6	8,621	65.9	8.0
Widowed	12,237	7,745	63.3	7.1	6,958	56.9	6.5
PRESENCE OF CHILDREN BY AGE							
Under 2 years	11,451	7,271	63.5	6.6	7,521	65.7	7.0
2-5 years	21,779	13,783	63.3	12.6	14,042	64.5	13.1
6-11 years	31,760	22,083	69.5	20.2	22,132	69.7	20.7
12-17 years	35,811	26,024	72.7	23.8	25,532	71.3	23.8
6-17 years	53,404	38,526	72.1	35.2	37,776	70.7	35.2
Under 18 years	69,201	47,953	69.3	43.9	47,692	68.9	44.5
GEOGRAPHIC							
Northeast	35,289	27,757	78.7	25.4	25,878	73.3	24.1
North central	38,851	29,220	75.2	26.7	28,287	72.8	26.4
South	49,702	30,942	62.3	28.3	31,272	62.9	29.2
West	31,953	21,433	67.1	19.6	21,738	68.0	20.3
LOCALITY							
Metropolitan central city	47,722	34,158	71.6	31.2	35,413	74.2	33.0
Metropolitan suburban	67,114	48,285	71.9	44.2	49,690	74.0	46.4
Non-metropolitan	40,959	26,908	65.7	24.6	22,072	53.9	20.6
COUNTIES BY SIZE							
A county	61,378	43,788	71.3	40.0	45,852	74.7	42.8
B county	44,543	32,177	72.2	29.4	32,026	71.9	29.9
C county	27,986	21,327	76.2	19.5	18,718	66.9	17.5
D county	21,887	12,059	55.1	11.0	10,579	48.3	9.9
MARKETING REGION							
Northeast	37,818	29,149	77.1	26.7	27,489	72.7	25.6
East central	23,186	17,471	75.4	16.0	16,818	72.5	15.7
West central	27,057	19,981	73.8	18.3	20,332	75.1	19.0
South	42,053	25,810	61.4	23.6	25,727	61.2	24.0

TOTAL WOMEN

(in thousands)

TOTALS	155,794	109,352	70.2	100.0	107,176	68.8	100.0
Total women	81,073	55,918	69.0	100.0	55,367	68.3	100.0
AGE							
18-24 years	14,334	8,151	56.9	14.6	8,500	59.3	15.4
25-34 years	17,519	11,329	64.7	20.3	12,180	69.5	22.0
35-44 years	12,488	9,155	73.3	16.4	9,354	74.9	16.9
45-54 years	11,996	9,375	78.2	16.8	8,815	73.5	15.9
55-64 years	10,991	8,071	73.4	14.4	7,808	71.0	14.1
65 years & older	13,745	9,837	71.6	17.6	8,710	63.4	15.7
18-34 years	31,853	19,480	61.2	34.8	20,680	64.9	37.4
18-49 years	50,029	33,012	66.0	59.0	34,087	68.1	61.6
EDUCATION							
Graduated college	9,131	6,992	76.6	12.5	7,469	81.8	13.5
Attended college 1-3 years	12,426	9,025	72.6	16.1	9,267	74.6	16.7
Graduated high school	33,454	24,246	72.5	43.4	24,316	72.7	43.9
Attended high school 1-3 years	13,162	8,375	63.6	15.0	8,141	61.9	14.7
Did not attend high school	12,900	7,279	56.4	13.0	6,176	47.9	11.2
Attended college or more	21,557	16,017	74.3	28.6	16,735	77.6	30.2
Graduated high school or more	55,010	40,263	73.2	72.0	41,051	74.6	74.1
OCCUPATION							
Professional/Managerial	9,410	7,107	75.5	12.7	7,403	78.7	13.4
Clerical/Sales	15,875	11,315	71.3	20.2	11,921	75.1	21.5
Other employment	13,077	8,275	63.3	14.8	8,174	62.5	14.8
Not employed	42,711	29,221	68.4	52.3	27,869	65.3	50.3

WOMEN CONTINUED	Total U.S.	Daily			Sunday/Weekend		
		Read any yesterday	Pct. cov.	Pct. comp.	Read any yesterday	Pct. cov.	Pct. comp.
HOUSEHOLD INCOME							
$35,000 & over	7,753	6,387	82.4	11.4	6,465	83.4	11.7
25,000 & over	18,804	15,145	80.5	27.1	15,203	80.8	27.5
15,000 & over	40,060	30,995	77.4	55.4	31,322	78.2	56.6
20,000-24,999	9,818	7,476	76.1	13.4	7,621	77.6	13.8
15,000-19,999	11,438	8,374	73.2	15.0	8,499	74.3	15.4
10,000-14,999	17,974	11,883	66.1	21.3	11,555	64.3	20.9
5,000-9,999	12,707	7,838	61.7	14.0	7,439	58.5	13.4
Under 5,000	10,332	5,201	50.3	9.3	5,051	48.9	9.1
MARITAL STATUS							
Single	13,227	8,256	62.4	14.8	8,714	65.9	15.7
Married	49,579	36,153	72.9	64.7	35,533	71.7	64.2
Divorced/Separated	7,944	5,005	63.0	9.0	5,260	66.2	9.5
Widowed	10,322	6,504	63.0	11.6	5,860	56.8	10.6
PRESENCE OF CHILDREN BY AGE							
Under 2 years	6,218	3,699	59.5	6.6	3,968	63.8	7.2
2-5 years	11,833	7,128	60.2	12.7	7,615	64.4	13.8
6-11 years	17,086	11,436	66.9	20.5	11,790	69.0	21.3
12-17 years	18,501	13,179	71.2	23.6	13,106	70.8	23.7
6-17 years	28,103	19,863	70.7	35.5	19,791	70.4	35.7
Under 18 years	36,210	24,406	67.4	43.6	24,769	68.4	44.7
GEOGRAPHIC REGION							
Northeast	18,702	14,369	76.8	25.7	13,332	71.3	24.1
North central	20,102	14,938	74.3	26.7	14,558	72.4	26.3
South	25,770	15,884	61.6	28.4	16,560	64.3	29.9
West	16,499	10,727	65.0	19.2	10,917	66.2	19.7
LOCALITY							
Metropolitan central city	24,878	17,184	69.1	30.7	18,052	72.6	32.6
Metropolitan suburban	35,101	24,815	70.7	44.4	25,666	73.1	46.4
Non-metropolitan	21,093	13,919	66.0	24.9	11,649	55.2	21.0
COUNTIES BY SIZE							
A county	32,038	22,366	69.8	40.0	23,688	73.9	42.8
B county	23,181	16,125	69.6	28.8	16,349	70.5	29.5
C county	14,652	11,248	76.8	20.1	9,682	66.1	17.5
D county	11,201	6,179	55.2	11.1	5,648	50.4	10.2
MARKETING REGION							
Northeast	19,847	15,109	76.1	27.0	14,192	71.5	25.6
East central	11,872	8,886	74.8	15.9	8,750	73.7	15.8
West central	14,101	10,551	74.8	18.9	10,469	74.2	18.9
South	21,902	13,006	59.4	23.3	13,486	61.6	24.4

TOTAL MEN

(in thousands)

	Total U.S.	Daily Read any yesterday	Daily Pct. cov.	Daily Pct. comp.	Sunday/Weekend Read any yesterday	Sunday/Weekend Pct. cov.	Sunday/Weekend Pct. comp.
TOTALS	155,794	109,352	70.2	100.0	107,176	68.8	100.0
Total men	74,722	53,434	71.5	100.0	51,808	69.3	100.0
AGE							
18-24 years	14,051	8,920	63.5	16.7	9,100	64.8	17.6
25-34 years	17,205	11,645	67.7	21.8	11,437	66.5	22.1
35-44 years	12,484	9,080	72.7	17.0	9,156	73.3	17.7
45-54 years	11,616	9,354	80.5	17.5	8,598	74.0	16.6
55-64 years	10,148	7,777	76.6	14.6	7,298	71.9	14.1
65 years & older	9,217	6,659	72.2	12.5	6,220	67.5	12.0
18-34 years	31,256	20,565	65.8	38.5	20,537	65.7	39.6
18-49 years	49,572	34,471	69.5	64.5	34,039	68.7	65.7

MEN CONTINUED	Total U.S.	Daily			Sunday/Weekend		
		Read any yesterday	Pct. cov.	Pct. comp.	Read any yesterday	Pct. cov.	Pct. comp.
EDUCATION							
Graduated college	12,880	10,378	80.6	19.4	10,302	80.0	19.9
Attended college 1-3 years	12,622	9,632	76.3	18.0	9,852	78.1	19.0
Graduated high school	25,775	18,673	72.4	34.9	18,504	71.8	35.7
Attended high school 1-3 years	11,302	7,774	68.5	14.5	7,158	63.3	13.8
Did not attend high school	12,143	7,008	57.7	13.1	5,993	49.4	11.6
Attended college or more	25,501	20,010	78.5	37.4	20,154	79.0	38.9
Graduated high school or more	51,276	38,683	75.4	72.4	38,658	75.4	74.6
OCCUPATION							
Professional/Technical	9,410	7,469	79.4	14.0	7,432	79.0	14.3
Managerial/Administrative	8,348	6,836	81.9	12.8	6,846	82.0	13.2
Clerical/Sales	6,918	5,413	78.2	10.1	5,515	79.7	10.6
Craftsman/Foreman	12,541	8,686	69.3	16.3	8,628	68.8	16.7
Other employment	19,579	12,853	65.6	24.1	12,096	61.8	23.3
Not employed	17,927	12,178	67.9	22.8	11,291	63.0	21.8
HOUSEHOLD INCOME							
$35,000 & over	9,464	8,004	84.6	15.0	7,937	83.9	15.3
25,000 & over	22,470	18,285	81.4	34.2	18,374	81.8	35.5
20,000-24,999	10,488	7,953	75.8	14.9	7,893	75.3	15.2
15,000-19,999	11,671	8,180	70.1	15.3	7,864	67.4	15.2
10,000-14,999	15,703	10,674	68.0	20.0	9,886	63.0	19.1
5,000-9,999	9,607	5,942	61.9	11.1	5,689	59.2	11.0
Under 5,000	4,784	2,400	50.2	4.5	2,103	44.0	4.1
15,000 & over	44,628	34,418	77.1	64.4	34,131	76.5	65.9
MARITAL STATUS							
Single	16,737	11,010	65.8	20.6	11,145	66.6	21.5
Married	50,936	37,833	74.3	70.8	36,204	71.1	69.9
Divorced/Separated	5,134	3,350	65.3	6.3	3,361	65.5	6.5
Widowed	1,915	1,242	64.9	2.3	1,099	57.4	2.1
PRESENCE OF CHILDREN BY AGE							
Under 2 years	5,233	3,572	68.3	6.7	3,553	67.9	6.9
2-5 years	9,946	6,655	66.9	12.5	6,427	64.6	12.4
6-11 years	14,674	10,647	72.6	19.9	10,342	70.5	20.0
12-17 years	17,310	12,845	74.2	24.0	12,426	71.8	24.0
Under 6	13,252	8,899	67.2	16.7	8,695	65.6	16.8
6-17 years	25,301	18,663	73.8	34.9	17,985	71.1	34.7
Under 18 years	32,991	23,547	71.4	44.1	22,923	69.5	44.2
GEOGRAPHIC REGION							
Northeast	16,588	13,388	80.7	25.1	12,546	75.6	24.2
North central	18,748	14,282	76.2	26.7	13,730	73.2	26.5
South	23,932	15,058	62.9	28.2	14,712	61.5	28.4
West	15,454	10,706	69.3	20.0	10,821	70.0	20.9
LOCALITY							
Metropolitan central city	22,844	16,974	74.3	31.8	17,361	76.0	33.5
Metropolitan suburban	32,012	23,471	73.3	43.9	24,024	75.0	46.4
Non-metropolitan	19,866	12,989	65.4	24.3	10,423	52.5	20.1
COUNTIES BY SIZE							
A county	29,340	21,422	73.0	40.1	22,165	75.5	42.8
B county	21,362	16,052	75.1	30.0	15,677	73.4	30.3
C county	13,334	10,079	75.6	18.9	9,036	67.8	17.4
D county	10,686	5,881	55.0	11.0	4,931	46.1	9.5
MARKETING REGION							
Northeast	17,971	14,040	78.1	26.3	13,296	74.0	25.7
East central	11,315	8,585	75.9	16.1	8,068	71.3	15.6
West central	12,956	9,430	72.8	17.6	9,864	76.1	19.0
South	20,151	12,804	63.5	24.0	12,241	60.7	23.6

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SECTION 2

NEWSPAPER DIRECTORY

Here is a convenient alphabetical listing by state of over 1,500 daily and Sunday newspapers. (See pages 358-363 for national reps for each.) Each listing includes rep firm, address, telephone and the name of the person to contact for national advertising information. The edition is indicated in parentheses next to each newspaper's name: M for morning, E for evening, A for all day and S for Sunday. In bold type at the end of each listing is the newspaper's home ADI and/or SMSA rank for easy cross-reference with Sections 3 and 4, where vital statistics for each newspaper can be found.

Included in our Directory are newspapers not found in sections 3 and 4 because their markets did not fall into the top 100 ADI's (determined by ABC's household figures) and did not fall into a Standard Metropolitan Statistical Area. These newspapers have a dagger (†) next to their listings. We remind our readers that these markets are not unimportant, and these dailies often have significant circulation numbers.

NEWSPAPER DIRECTORY

ALABAMA

ANNISTON STAR (E/S)
(Branham)
216 W. 10th St.
Anniston 36201
(205) 236-1151
Nat'l adv: John O'Mara
Market: SMSA 235

ATHENS NEWS COURIER (M)
PO Box 670
Athens 35611
(205) 232-2720
Nat'l adv: W. R. Nelson
Market: ADI 99/SMSA 129

BIRMINGHAM POST-HERALD (M)
BIRMINGHAM NEWS (E/S)
(Newhouse Metro-Suburbia)
2200 4th Ave. N
Birmingham 35202
(205) 325-2222
Nat'l adv: Jerry Esslinger
Market: ADI 51/SMSA 46

CULLMAN TIMES (M/S)
PO Box 190
Cullman 35055
(205) 734-2131
Nat'l adv: James Clem
Market: ADI 51

DECATUR DAILY (E/S)
(Landon)
201 First Avenue
Decatur 35601
(205) 353-4612
Nat'l adv: Mindy K. Smith
Market: ADI 99

FLORENCE TIMES-TRI-CITIES DAILY (E/S)
(Landon)
PO Box 797
Florence 35630
(205) 766-3434
Nat'l adv: Dorla Queen
Market: ADI 99/SMSA 222

GADSDEN TIMES (E/S)
(Landon)
PO Box 188
Gadsden 35902
(205) 547-7521
Nat'l adv: Wallace Miller
Market: ADI 51/SMSA 245

HUNTSVILLE NEWS (M)
HUNTSVILLE TIMES (E/S)
(Newhouse Metro-Suburbia)
PO Box 1487, West Station
Huntsville 35807
(205) 532-4253
Nat'l adv: Virginia V. Bowers
Market: ADI 99/SMSA 129

JASPER DAILY MOUNTAIN EAGLE (E)
(Landon)
PO 1469
Jasper 35501
(205) 221-2840
Nat'l adv: John Walker
Market: ADI 51/SMSA 46

MOBILE REGISTER (M/E)
MOBILE PRESS-REGISTER (S)
(Newhouse Metro-Suburbia)
304 Government St.
Mobile 36630
(205) 433-1551
Nat'l adv: Vic G. Valdez
Market: ADI 61/SMSA 93

MONTGOMERY ADVERTISER (M)
ALABAMA JOURNAL (E)
MONTGOMERY ADVERTISER-JOURNAL (S)
(Sawyer-Ferguson-Walker)
PO Box 1000
Montgomery 36102
(205) 262-1611
Nat'l adv: Tom Conner
Market: SMSA 144

OPELIKA AUBURN NEWS (E/S)†
(Thomson)
PO Box 2208
Opelika 36801
(205) 745-5761
Nat'l adv: William Overhaltzer

TUSCALOOSA NEWS (E/S)
(Landon)
PO Drawer 1
Tuscaloosa 35402
(205) 345-0505
Nat'l adv: Linda Carver
Market: SMSA 232

ALASKA

ANCHORAGE NEWS (M)
(CWO&O)
Box 6616, 200 Potter Dr.
Anchorage 99502
(907) 274-2561
Nat'l adv: Mark Hamilton
Market: SMSA 180

ANCHORAGE TIMES (E/S)
(Branham)
PO Box 40
Anchorage 99510
(907) 279-5622
Nat'l adv: Stan Pitlo
Market: SMSA 180

FAIRBANKS DAILY NEWS-MINER (E)†
(Branham)
PO Box 710
Fairbanks 99707
(907) 456-6661
Nat'l adv: Dwight Foster

ARIZONA

MESA TRIBUNE (E/S)
(Branham)
PO Box 1547
Mesa 85202
(602) 833-1221
Nat'l adv: Mary Gohlke
Market: ADI 33/SMSA 29

PHOENIX ARIZONA REPUBLIC (M/S)
PHOENIX GAZETTE (E)
(Story & Kelly-Smith)
PO Box 1950
Phoenix 85004
(602) 271-8445
Nat'l adv: Howard Ruby
Market: ADI 33/SMSA 29

PRESCOTT COURIER (E/S)
(Branham)
PO Box 312
Prescott 86301
(602) 445-3333
Nat'l adv: David Holland
Market: ADI 33

SCOTTSDALE DAILY PROGRESS (E)
(Branham)
PO Box 1150
Scottsdale 85252
(602) 941-2300
Nat'l adv: Hal Metcalf
Market: ADI 33/SMSA 29

SUN CITY NEWS-SUN (E)
(Branham)
PO Box 1779
Sun City 85372
(602) 977-8351
Nat'l adv: Charles Hassing
Market: ADI 33/SMSA 29

TEMPE DAILY NEWS (E)
(Branham)
PO Box 27087
Tempe 85282
(602) 967-3321
Nat'l adv: Kay McClelland
Market: ADI 33/SMSA 29

TUCSON DAILY STAR (M/S)
TUCSON CITIZEN (E)
(Gannett)
PO Box 26887
Tucson 85726
(602) 294-4433
Nat'l adv: Q. J. Robb
Market: ADI 91/SMSA 78

YUMA DAILY SUN (E/S)†
(Branham)
PO Box 271
Yuma 35364
(602) 783-3333
Nat'l adv: Anne Frazier

ARKANSAS

BENTON COUNTY DAILY DEMOCRAT (E)
(Landon)
PO Box 150
Bentonville 72712
(501) 273-7781
Nat'l adv: Bob Rendon
Market: SMSA 186

BENTON COURIER (E)
PO 207
Benton 72015
(501) 778-8228
Nat'l adv: Rose Ezell
Market: ADI 55/SMSA 96

BLYTHEVILLE COURIER NEWS (E)
(Landon)
PO 1108
Blytheville 73215
(501) 763-4461
Nat'l adv: Charles A. Berry
Market: ADI 34

CAMDEN NEWS (E)
(Arkansas Dailies)
113 Madison Ave. NE
Camden 71701
(501) 836-8192
Nat'l adv: Ms. Ollie Bennett
Market: ADI 55

CONWAY LOG CABIN DEMOCRAT (E/S)
Box 1027
Conway 72032
(501) 329-6801
Nat'l adv: Estel Jeffery, Jr.
Market: ADI 55

FAYETTEVILLE NORTHWEST ARKANSAS TIMES (E/S)
(Arkansas Dailies)
212 N. East St.
Fayetteville 72701
(501) 442-6242
Nat'l adv: James Farley
Market: ADI 52/SMSA 186

FORT SMITH SW TIMES RECORD (A/S)
(Arkansas Dailies)
PO Box 1359
Fort Smith 72902
(501) 782-7700
Nat'l adv: Rex Hayes
Market: SMSA 166

HELENA WEST HELENA WORLD (E/S)
(Arkansas Dailies)
Helena 72342
(501) 338-3493
Nat'l adv: Porter C. Young
Market: ADI 34

HOPE STAR (E)
(Arkansas Dailies)
PO Box 648
Hope 71801
(501) 777-8841
Nat'l adv: Mrs. Sibyl Parsons
Market: ADI 58

LITTLE ROCK ARKANSAS DEMOCRAT (E/S)
(Branham)
Capitol Ave. & Scott St.
Little Rock 72203
(501) 378-3400
Nat'l adv: Sid Nichols
Market: ADI 55/SMSA 96

LITTLE ROCK ARKANSAS GAZETTE (M/S)
(Sawyer-Ferguson-Walker)
112 West Third Street
Little Rock 72207
(501) 371-3966
Nat'l adv: William T. Moffitt
Market: ADI 55/SMSA 96

MALVERN DAILY RECORD (E)
Box 70
Malvern 72104
(501) 337-7523
Nat'l adv: Craig Woodall
Market: ADI 55

NEWPORT INDEPENDENT (E/S)
(Landon)
Newport 72112
(501) 523-5855
Nat'l adv: Edith Cook
Market: ADI 55

PINE BLUFF COMMERCIAL (E/S)
(Arkansas Dailies)
300 Beech St.
Pine Bluff 71601
(501) 534-3400
Nat'l adv: Charles H. Barnes
Market: ADI 55/SMSA 262

ROGERS NORTHWEST ARKANSAS NEWS (M)
ROGERS NEWS (E/S)
(Arkansas Dailies/Southwest Dailies)
PO Box 718
Rogers 72756
(501) 636-4411
Nat'l adv: Gene Kincy
Market: SMSA 186

SEARCY DAILY CITIZEN (E/S)
(Landon)
3000 E Race Ave
Searcy 72143
(501) 268-8621
Nat'l adv: Thomas R. Storey
Market: ADI 55

SPRINGDALE NEWS (E/S)
(Arkansas Dailies)
514 East Emma Avenue
Springdale 72764
(501) 751-6200
Nat'l adv: Esther Graham
Market: ADI 52/SMSA 186

STUTTGART DAILY LEADER (E)
Box 531
Stuttgart 72160
(501) 673-8555
Nat'l adv: Maude Halley
Market: ADI 55

WEST MEMPHIS EVENING TIMES (E)
(Arkansas Dailies)
PO Box 459
West Memphis 72301
(501) 735-1010
Nat'l adv: Gary Lawrence
Market: ADI 34/SMSA 43

CALIFORNIA

ALAMEDA TIMES STAR (M)
(Branham)
1516 Oak St.
Alameda 94501
(415) 523-1200
Nat'l adv: Mort Kofman
Market: ADI 5/SMSA 7

ANAHEIM BULLETIN (E)
(Story & Kelly-Smith)
PO Box 11626
Santa Ana 92711
(714) 835-1234
Nat'l adv: Nelson Roberts, Jr.
Market: ADI 2/SMSA 18

ANTELOPE VALLEY LEDGER-GAZETTE (E)
(Thomson/Branham)
PO Box 4048
Lancaster 93534
(805) 948-4701
Nat'l adv: Richard Barrett
Market: ADI 2/SMSA 2

ANTIOCH LEDGER (E/S)
(CWO&O/USSPI)
P.O. Box 70
Antioch 94509
(415) 757-2525
Nat'l adv: Gary Bieger
Market: ADI 24/SMSA 7

BAKERSFIELD CALIFORNIAN (E/S)
(Sawyer-Ferguson-Walker)
PO Box 440
Bakersfield 93302
(805) 395-7226
Nat'l adv: Raymond E. Hunt, Jr.
Market: SMSA 104

BARSTOW DESERT DISPATCH (E)
130 Coolwater Lane
Barstow 92311
(714) 256-2257
Nat'l adv: Jim Lucas
Market: ADI 2/SMSA 28

BRAWLEY NEWS (E)†
(Branham)
135 South Plaza
Brawley 92227
(714) 344-1220
Nat'l adv: Alex Gay

BURBANK REVIEW (E)
(Landon)
111 N. Isabel
Glendale 91503
(213) 241-4141
Nat'l adv: Robert Hunter
Market: ADI 2/SMSA 2

CAMARILLO DAILY NEWS (M/S)
99 S. Glenn Dr.
Camarillo 93010
(805) 482-2701
Nat'l adv: Dick Penrod
Market: ADI 2/SMSA 86

CHICO ENTERPRISE-RECORD (E)†
(Branham)
700 Broadway
Chico 95927
(916) 891-1234
Nat'l adv: Robert Nichols

DAVIS ENTERPRISE (E)
Box 1078
Davis 95616
(916) 756-0800
Nat'l adv: Chuck Higgs
Market: ADI 24/SMSA 38

DOWNEY SOUTHEAST NEWS & DOWNEY CHAMPION (E)
(Branham)
PO Box 789
Downey 90242
(213) 862-1645
Nat'l adv: Pete Leanord
Market: ADI 2/SMSA 2

EL CAJON DAILY CALIFORNIAN (E)
(Western Dailies/USSPI)
PO Drawer 1565
El Cajon 92022
(714) 442-4404
Nat'l adv: Bill Wineska
Market: ADI 29/SMSA 20

EL CENTRO IMPERIAL VALLEY PRESS (E)†
(Branham)
PO Box 251
El Centro 92243
(714) 352-2211
Nat'l adv: Alex Gay

ESCONDIDO TIMES-ADVOCATE (E/S)
(CWO&O)
207 E. Pennsylvania Ave.
Escondido 92025
(714) 745-6611
Nat'l adv: John H. Fogarty
Market: ADI 29/SMSA 20

FREMONT-NEWARK ARGUS (M/S)
37427 Centralmont
Fremont 94536
(415) 783-6111
Nat'l adv: Gene Grant
Market: ADI 5/SMSA 7

FRESNO BEE (M/S)
(CWO&O)
1626 E Street
Fresno 93786
(209) 441-6111
Nat'l adv: Richard Cruse
Market: ADI 66/SMSA 82

FULLERTON DAILY NEWS TRIBUNE (E)
(Western Dailies/USSPI)
655 W. Valencia Dr.
Fullerton 92632
(714) 871-2345
Nat'l adv: Donald Hopp
Market: ADI 2/SMSA 18

GLENDALE NEWS PRESS (E)
(Landon)
111 N. Isabel
Glendale 91503
(213) 241-4141
Nat'l adv: Robert Hunter
Market: ADI 2/SMSA 2

GRASS VALLEY UNION (E)
PO Box 1025
Grass Valley 95945
(916) 273-9561
Nat'l adv: Pete Pederson
Market: ADI 24

HANFORD SENTINEL (E)
PO Box 9
Hanford 93232
(209) 582-0471
Nat'l adv: Darrel Hawkins
Market: ADI 66

HAYWARD DAILY REVIEW (E/S)
PO Box 3127
Hayward 94540
(415) 783-6111
Nat'l adv: Gene Grant
Market: ADI 5/SMSA 7

HUNTINGTON PARK SIGNAL (E)
(Branham)
12130 Paramount Blvd.
Huntington 90242
(213) 862-1656
Nat'l adv: P. T. Leanord
Market: ADI 2/SMSA 2

INDIO NEWS (E)
(Branham)
PO Drawer NNN
Indio 92201
(714) 347-3313
Nat'l adv: Les Armstrong
Market: SMSA 28

LA HABRA-BREA STAR PROGRESS (E)
(Story & Kelly-Smith)
PO Box 11626
Santa Ana 92711
(714) 835-1234
Nat'l adv: Nelson Roberts, Jr.
Market: ADI 2/SMSA 18

LIVERMORE TRI-VALLEY HERALD (M/S)
PO Box 3000
Livermore 94550
(415) 783-6111
Nat'l adv: Gene Grant
Market: ADI 5/SMSA 7

LOMPOC RECORD (E)
(Western Dailies)
PO Box 578
Lompoc 93438
(805) 736-2313
Nat'l adv: Robert Bostick
Market: SMSA 118

LONG BEACH INDEPENDENT (M)
LONG BEACH PRESS TELEGRAM (E)
LONG BEACH INDEPENDENT, PRESS TELEGRAM (S)
(Knight-Ridder)
PO Box 230
Long Beach 90844
(213) 435-1161
Nat'l adv: Harvey Hopkins
Market: ADI 2/SMSA 2

LOS ANGELES DAILY BREEZE (E/S)
(Sawyer-Ferguson-Walker)
5215 Torrance Blvd.
Torrance 90509
(213) 540-5511
Nat'l adv: Ted Kenessey
Market: ADI 2/SMSA 2

LOS ANGELES DAILY JOURNAL (M)
210 Spring St.
Los Angeles 90054
(213) 625-2141
Nat'l adv: Burt Mann
Market: ADI 2/SMSA 2

LOS ANGELES HERALD-EXAMINER (E/S)
(Hearst)
PO Box 2416
Los Angeles 90051
(213) 748-1212
Nat'l adv: Quintin De Maria
Market: ADI 2/SMSA 2

LOS ANGELES LA OPINION (M/S)
1436 S. Main St.
Los Angeles 90015
(213) 748-2141
Nat'l adv: Conrad Ricardo Rios
Market: ADI 2/SMSA 2

LOS ANGELES TIMES (M/S)
(Los Angeles Times/The Leonard Co.)
Times-Mirror Square
Los Angeles 90053
(213) 972-3000
Nat'l adv: Donald J. Maldonado
Market: ADI 2/SMSA 2

LOS ANGELES VALLEY NEWS (M/S)
(Sawyer-Ferguson-Walker)
14539 Sylvan Street
Van Nuys 91411
(213) 997-4041
Nat'l adv: Taisto Tuupanen
Market: ADI 2/SMSA 2

MADERA TRIBUNE (E)
Box 269, E St.
Madera 93637
(209) 674-2424
Nat'l adv: Les Hayes
Market: ADI 66

MARTINEZ NEWS GAZETTE (M)
(USSPI)
PO Box 151
Martinez 94553
(415) 228-6400
Nat'l adv: David Brinson
Market: ADI 5/SMSA 7

MARYSVILLE APPEAL-DEMOCRAT (E)
(Branham)
319 G. St.
Marysville 95902
(916) 742-6491
Nat'l adv: Robert E. May
Market: ADI 24

MERCED SUN-STAR (E)
PO Box 739
Merced 95340
(209) 722-1511
Nat'l adv: Zack Horrell
Market: ADI 66

MODESTO BEE (M/S)
(CWO&O)
PO Box 3928
Modesto 95352
(209) 578-2063
Nat'l adv: Donald Wallace
Market: ADI 24/SMSA 143

MONTEREY PENINSULA HERALD (E/S)
(Branham)
PO Box 271
Monterey 93940
(408) 372-3311
Nat'l adv: Helen Ruble
Market: SMSA 140

NAPA REGISTER (E)
PO Box 150
Napa 94558
(707) 226-3711
Nat'l adv: Jess Hasty
Market: ADI 5/SMSA 123

OAKLAND TRIBUNE (M/E/S)
(Gannett)
PO Box 24304
Oakland 94623
(415) 645-2521
Nat'l adv: Bill Lavine
Market: ADI 5/SMSA 7

OCEANSIDE BLADE-TRIBUNE (E/S)
(CWO&O/USSPI)
Box 90, 1722 S. Hill St.
Oceanside 92054
(714) 433-7333
Nat'l adv: John Fogerty
Market: ADI 29/SMSA 20

ONTARIO DAILY REPORT (E/S)
(Western Dailies)
PO Box 4000
Ontario 91761
(714) 983-3511
Nat'l adv: Steve Sandmark
Market: ADI 2/SMSA 28

ORANGE COAST DAILY PILOT (E/S)
(CWO&O)
330 W. Bay St.
Costa Mesa 92626
(714) 642-4321
Nat'l adv: Carl Carstensen
Market: ADI 2/SMSA 18

OROVILLE MERCURY-REGISTER (E)†
(Branham)
PO Box 651
Oroville 95965
(916) 533-3131
Nat'l adv: Daniel H. Toomey

OXNARD PRESS COURIER (E/S)
(Landon/Thomson)
Oxnard 93030
(805) 483-1101
Nat'l adv: Robert E. La Macchia
Market: ADI 2/SMSA 86

PALM SPRINGS DESERT SUN (E)
(Branham)
P.O. Box 190
Palm Springs 92263
(714) 325-8666
Nat'l adv: Craig Davis
Market: SMSA 28

PASADENA STAR NEWS (A/S)
(Knight-Ridder)
525 E. Colorado
Pasadena 91109
(213) 681-4871
Nat'l adv: Doug Miller
Market: ADI 2/SMSA 2

PETALUMA ARGUS-COURIER (E)
Box 1091, 830 Petaluma Blvd.
North Petaluma 94952
(707) 762-4541
Nat'l adv: Dorothy Herdt
Market: ADI 5/SMSA 124

PITTSBURG POST DISPATCH (E/S)
(CWO&O)
515 Railroad Ave.
Pittsburg 94565
(415) 432-7336
Nat'l adv: Gary Bieger
Market: ADI 5/SMSA 7

PLEASANTON VALLEY TIMES (M/S)
(USSPI/CWO&O)
PO Box 607
Pleasanton 94566
(415) 462-4160
Nat'l adv: Tom Ward
Market: ADI 5/SMSA 7

POMONA PROGRESS BULLETIN (M/E/S)
(Western Dailies)
PO Box 2708
Pomona 91766
(714) 622-1201
Nat'l adv: Steve Sandmark
Market: ADI 2/SMSA 2

REDDING RECORD SEARCHLIGHT (E)†
(Branham)
PO Box 2397
Redding 96001
(916) 243-2424
Nat'l adv: H. C. Stovel

RICHMOND-BERKELEY INDEPENDENT & GAZETTE (E/S)
(Landon/USSPI)
164 Harbour Way
Richmond 94801
(415) 234-6262
Nat'l adv: William Siler
Market: ADI 5/SMSA 7

RIVERSIDE ENTERPRISE (M)
RIVERSIDE PRESS (E)
RIVERSIDE PRESS-ENTERPRISE (S)
(Sawyer-Ferguson-Walker)
3512 14th St.
Riverside 92502
(714) 684-1200
Nat'l adv: Ray Hammond, Jr.
Market: ADI 2/SMSA 28

ROSEVILLE PRESS-TRIBUNE (E)
(USSPI)
341 North Lincoln St.
Roseville 95678
(916) 783-0451
Nat'l adv: Clifford L. Lee
Market: ADI 24/SMSA 38

SACRAMENTO BEE (M/S)
(CWO&O)
P.O. Box 15779
Sacramento 95813
(916) 446-9354
Nat'l adv: Clifford Chapman
Market: ADI 24/SMSA 38

SACRAMENTO UNION (M/S)
(Branham)
PO Box 2711
Sacramento 95812
(916) 442-7811
Nat'l adv: Larry Murray
Market: ADI 24/SMSA 38

SALINAS CALIFORNIAN (E)
(Gannett)
PO Box 1091
Salinas 93901
(408) 424-2221
Nat'l adv: Jack Rogers
Market: SMSA 140

SAN BERNARDINO SUN (M/S)
(Gannett)
399 D St.
San Bernardino 92401
(714) 889-9666
Nat'l adv: Orage Quarles III
Market: ADI 2/SMSA 28

SAN CLEMENTE SUN-POST (E)
(Landon/USSPI)
San Clemente 92672
(714) 492-5121
Nat'l adv: Su Melcher
Market: ADI 2/SMSA 18

SAN DIEGO DAILY TRANSCRIPT (M)
Box 81669
San Diego 92138
(714) 232-4381
Nat'l adv: William V. Humphrey
Market: ADI 29/SMSA 20

SAN DIEGO UNION (M/S)
SAN DIEGO EVENING TRIBUNE (E)
(Sawyer-Ferguson-Walker)
350 Camino de la Reina
San Diego 92112
(714) 299-3131
Nat'l adv: Bert Winrow
Market: ADI 29/SMSA 20

SAN FRANCISCO CHRONICLE (M)
SAN FRANCISCO EXAMINER (E)
SAN FRANCISCO EXAMINER & CHRONICLE (S)
(Sawyer-Ferguson-Walker)
925 Mission St
San Francisco 94103
(415) 777-5700
Nat'l adv: Kenneth L. Weakley
Market: ADI 5/SMSA 7

SAN FRANCISCO COMMERCIAL NEWS (M)
125 12th St.
San Francisco 94103
(415) 621-7012
Nat'l adv: Gail E. Neira
Market: ADI 5/SMSA 7

SAN GABRIEL VALLEY TRIBUNE (M/E/S)
(CWO&O)
PO Box 1259
West Covina 91722
(213) 962-8811
Nat'l adv: C. Curt Hunt
Market: ADI 2

SAN JOSE MERCURY (M)
SAN JOSE NEWS (E)
SAN JOSE MERCURY-NEWS (S)
(Knight-Ridder)
750 Ridder Park Drive
San Jose 95190
(408) 289-5666
Nat'l adv: Tom Hausler
Market: ADI 5/SMSA 32

SAN LUIS OBISPO TELEGRAM TRIBUNE (E)†
(Branham)
PO Box 112
San Luis Obispo 94306
(805) 543-1901
Nat'l adv: Howard Higgins

SAN MATEO TIMES & NEWS LEADER (E)
(Western Dailies/California Newspaper Markets)
P.O. Box 5400
San Mateo 94402
(415) 348-4437
Nat'l adv: Harold Badgett
Market: ADI 5/SMSA 7

SAN PEDRO NEWS-PILOT (E/S)
(Sawyer-Ferguson-Walker)
5215 Torrance Blvd.
Torrance 90509
(213) 850-0777
Nat'l adv: Ted Kennessey
Market: ADI 2/SMSA 2

SAN RAFAEL INDEPENDENT JOURNAL (E)
(California Newspaper Markets/Western Dailies)
PO Box 330
San Rafael 94902
(415) 454-3020
Nat'l adv: Kenneth A. Svanum
Market: ADI 5/SMSA 7

SANTA ANA REGISTER (M/E/S)
(Story & Kelly-Smith)
625 N. Grand Ave.
Santa Ana 92711
(714) 835-1234
Nat'l adv: Nelson Roberts Jr.
Market: ADI 2/SMSA 18

SANTA BARBARA NEWS-PRESS (E/S)
(CWO&O)
Drawer NN, De La Guerra Plaza
Santa Barbara 93102
(805) 966-3911
Nat'l adv: Richard W. Thornton
Market: SMSA 118

SANTA CRUZ SENTINEL (E/S)
(Branham)
PO Box 638
Santa Cruz 95060
(408) 423-4242
Nat'l adv: Dorothy McCoy
Market: SMSA 162

SANTA MONICA EVENING OUTLOOK (E)
(CWO&O/USSPI)
1920 Colorado Ave.
Santa Monica 90404
(213) 879-5381
Nat'l adv: Larry Harrison
Market: ADI 2/SMSA 2

SANTA ROSA PRESS DEMOCRAT (E/S)
(Landon)
PO Box 569
Santa Rosa 95403
(707) 546-2020
Nat'l adv: James Sontag
Market: ADI 5/SMSA 124

SIMI VALLEY ENTERPRISE (E)
888 Easy St.
Simi Valley 93065
(805) 526 5211
Nat'l adv: Monroe Curtis
Market: ADI 2/SMSA 86

SONORA UNION-DEMOCRAT (E)
84 S. Washington St.
Sonora 95370
(209) 532-7151
Nat'l adv: Arthur Busalacchi
Market: ADI 24

STOCKTON RECORD (E/S)
(Gannett)
PO Box 900
Stockton 95201
(209) 466-2652
Nat'l adv: Robert West
Market: ADI 24/SMSA 115

TAHOE DAILY TRIBUNE (E)
PO Box 1358
South Lake Tahoe 95705
(916) 541-3880
Nat'l adv: Loren C. Abbott
Market: ADI 24

THOUSAND OAKS NEWS CHRONICLE (M/S)
(Western Dailies)
PO Box 3129
Thousand Oaks 91359
(805) 659-4111
Nat'l adv: Larry Boline
Market: ADI 2/SMSA 86

TULARE ADVANCE-REGISTER (E)
(Branham)
388 East Cross Ave.
Tulare 93274
(209) 688-0521
Nat'l adv: John Nelson
Market: ADI 66

TURLOCK JOURNAL (E)
(Branham)
PO Box 800
Turlock 95380
(209) 634-9141
Nat'l adv: Gerald Latham
Market: ADI 24/SMSA 143

UKIAH DAILY JOURNAL (E/S)
590 S. School St.
Ukiah 95482
(707) 468-0123
Nat'l adv: Gary Fawson
Market: ADI 5

VALLEJO TIMES HERALD (M/S)
(Western Dailies)
500 Maryland St.
Vallejo 94590
(707) 644-4121
Nat'l adv: Dave Bous
Market: ADI 5/SMSA 123

VENTURA COUNTY STAR-FREE PRESS (E/S)
(Western Dailies)
5250 Ralston Street
Ventura 93003
(805) 659-4111
Nat'l adv: Mary Seay
Market: ADI 2/SMSA 86

VICTOR VALLEY PRESS (E/S)
(Western Dailies)
Victorville 92392
(714) 245-7744
Nat'l adv: Gene Gregory
Market: ADI 2/SMSA 28

VISALIA TIMES-DELTA (E)
(Gannett)
PO Box 31
Visalia 93279
(209) 734-5821
Nat'l adv: Bill Green
Market: ADI 66

VISTA PRESS (E)
(USSPI)
Box 1058
Vista 92083
(714) 724-7161
Nat'l adv: Stanley Moss
Market: ADI 29/SMSA 20

WALNUT CREEK CONTRA COSTA TIMES (M/S)
(USSPI/CWO&O)
2640 Shadelands Drive
Walnut Creek 94598
(415) 935-2525
Nat'l adv: Tom Ward
Market: ADI 5/SMSA 7

WATSONVILLE REGISTER-PAJARONIAN (E)
(Branham)
PO Box 780
Watsonville 95076
(408) 724-0611
Nat'l adv: Jim Wilson
Market: SMSA 162

WHITTIER NEWS (E)
(Branham)
7037 S. Comstock Ave.
Whittier 90608
(213) 698-2571
Nat'l adv: Dwight O. King
Market: ADI 2/SMSA 2

WOODLAND DEMOCRAT (E)
(Western Dailies)
PO Box 730
Woodland 95696
(916) 662-5421
Nat'l adv: Gene Lofton
Market: ADI 24/SMSA 38

COLORADO

BOULDER DAILY CAMERA (E/S)
(Knight-Ridder)
PO Box 591
Boulder 80306
(303) 442-1202
Nat'l adv: Kevin Carlson
Market: ADI 22/SMSA 24

COLORADO SPRINGS GAZETTE-TELEGRAPH (M/E/S)
(CWO&O)
P.O. Box 1779
Colorado Springs 80901
(303) 632-5511
Nat'l adv: Robert Hiltbrand
Market: SMSA 126

COLORADO SPRINGS SUN (M/S)
(Sawyer-Ferguson-Walker)
PO Box 130
Colorado Springs 80901
(303) 633-3881
Nat'l adv: Mike Stevens
Market: SMSA 126

DENVER POST (E/S)
(Sawyer-Ferguson-Walker)
650 15th St.
Denver 80201
(303) 297-1010
Nat'l adv: Robert B. Lucas
Market: ADI 22/SMSA 24

DENVER ROCKY MOUNTAIN NEWS (M/S)
(Story & Kelly-Smith)
400 W. Colfax Ave.
Denver 80204
(303) 892-5258
Nat'l adv: Henry A. Howe, Jr.
Market: ADI 22/SMSA 24

DURANGO HERALD (E)
DURANGO-CORTEZ HERALD (S)
(Branham)
1275 Main Ave.
Durango 81301
(303) 247-3504
Nat'l adv: William Barry
Market: ADI 79

FORT COLLINS COLORADOAN (E/S)
(Gannett)
PO Box 1577
Fort Collins 80522
(303) 493-6397
Nat'l adv: Kenneth C. Jerabek
Market: ADI 22/SMSA 210

GLENWOOD SPRINGS POST (E)
(Branham)
PO Box 550
Glenwood Springs 81601
(303) 945-8515
Nat'l adv: Paul A. Smardo
Market: ADI 22

GRAND JUNCTION DAILY SENTINEL (E/S)†
(Branham)
734 S. 7th St.
Grand Junction 81501
(303) 242-5050
Nat'l adv: Robert Schumacher

GREELEY TRIBUNE & REPUBLICAN (E)
(Branham)
714 8th St.
Greeley 80631
(303) 352-0211
Nat'l adv: James McGlasson
Market: ADI 22/SMSA 236

LONGMONT TIMES CALL (E)
(Branham)
717 4th Ave.
Longmont 80501
(303) 776-2244
Nat'l adv: William Johnson
Market: ADI 22/SMSA 24

LOVELAND REPORTER-HERALD (E/S)
(Branham)
PO Box 59
Loveland 80537
(303) 669-5050
Nat'l adv: Harold Landon
Market: ADI 22/SMSA 210

PUEBLO CHIEFTAIN (M)
PUEBLO STAR-JOURNAL (E)
PUEBLO STAR JOURNAL & CHIEFTAIN (S)
(Branham)
825 W. 6th St.
Pueblo 81003
(303) 544-3520
Nat'l adv: Kenneth Carlson
Market: SMSA 228

STERLING JOURNAL-ADVOCATE (E)†
(Branham)
PO Box 1272
Sterling 80751
(303) 522-1990
Nat'l adv: Myron House

CONNECTICUT

ANSONIA SENTINEL (E)
(Thomson)
241 Main St.
Ansonia 06401
(203) 734-2546
Nat'l adv: Norman Miller
Market: ADI 23/SMSA 53

BRIDGEPORT TELEGRAM (M)
BRIDGEPORT POST (E/S)
(Landon)
410 State St.
Bridgeport 06602
(203) 333-0161
Nat'l adv: Thomas E. Gould
Market: ADI 1/SMSA 48

BRISTOL PRESS (E)
(Landon)
99 Main St.
Bristol 06010
(203) 584-0501
Nat'l adv: Thomas J. Kelley
Market: ADI 23/SMSA 37

DANBURY NEWS-TIMES (E/S)
(Branham)
333 Main St.
Danbury 06810
(203) 744-5100
Nat'l adv: Cindy Martin
Market: ADI 1/SMSA 48

HARTFORD COURANT (M/S)
(Million Market Newspapers)
285 Broad St.
Hartford 06115
(203) 249-6411
Nat'l adv: James K. Robertson
Market: ADI 23/SMSA 37

MANCHESTER JOURNAL INQUIRER (E)
(Landon)
306 Progress Dr.
Manchester 06040
(203) 646-0500
Nat'l adv: Michael Morgan
Market: ADI 23/SMSA 37

MERIDEN MORNING RECORD-JOURNAL (M)
(Landon)
15 Crown St. Square
Meriden 06450
(203) 235-1661
Nat'l adv: Perry J. Spinelli
Market: ADI 23/SMSA 53

MIDDLETOWN PRESS (E)
(Landon)
472 Main St.
Middletown 06457
(203) 347-3331
Nat'l adv: John Walmsley
Market: ADI 23/SMSA 37

MILFORD CITIZEN (E/S)
(Landon/USSPI)
Milford 06460
(203) 874-1691
Nat'l adv: Robert Lyon
Market: ADI 23/SMSA 53

NAUGATUCK NEWS (E)
(Landon)
Naugatuck 06770
(203) 729-2228
Nat'l adv: Frank R. Richters
Market: ADI 23/SMSA 53

NEW BRITAIN HERALD (E)
(Landon)
1 Herald Square
New Britain 06050
(203) 225-4601
Nat'l adv: Michael F. Killian
Market: ADI 23/SMSA 37

NEW HAVEN JOURNAL COURIER (M)
NEW HAVEN REGISTER (E/S)
(Sawyer-Ferguson-Walker)
367 Orange St.
New Haven 06503
(203) 562-1121
Nat'l adv: Henry Misiak, Jr.
Market: ADI 23/SMSA 53

NEW LONDON DAY (E)
(Branham)
47 Eugene O'Neill Dr.
New London 06320
(203) 443-2882
Nat'l adv: Lawrence L. Dotoio
Market: ADI 31/SMSA 149

NORWALK HOUR (E)
(Landon)
346 Main Ave.
Norwalk 06851
(203) 846-3281
Nat'l adv: Katharine Duprey
Market: ADI 1/SMSA 48

STAMFORD ADVOCATE (E)
(Landon)
258 Atlantic St.
Stamford 06901
(203) 327-1600
Nat'l adv: Robert Ungemack
Market: ADI 1/SMSA 48

WATERBURY REPUBLICAN (M/S)
WATERBURY AMERICAN (E)
(CWO&O)
389 Meadow St.
Waterbury 06702
(203) 574-3636
Nat'l adv: Donald L. Stevens
Market: ADI 23/SMSA 53

DELAWARE

DELAWARE STATE NEWS (E/S)†
PO Box 737
Dover 19901
(302) 674-3600
Nat'l adv: John Ryan

WILMINGTON MORNING NEWS (M)
WILMINGTON EVENING JOURNAL (E)
WILMINGTON NEWS-JOURNAL (S)
(Gannett)
831 Orange St.
Wilmington 19899
(302) 573-2281
Nat'l adv: Gene Schwenk
Market: ADI 4/SMSA 75

DISTRICT OF COLUMBIA

WASHINGTON POST (M/S)
(Sawyer-Ferguson-Walker)
1150-15th St., NW
Washington 20071
(202) 334-6000
Nat'l adv: Jack Kerrigan
Market: ADI 8/SMSA 8

WASHINGTON STAR (E/S)
(Million Market Newspapers)
225 Virginia Ave., S.E.
Washington 20061
(202) 484-5000
Nat'l adv: Crosby N. Boyd, Jr.
Market: ADI 8/SMSA 8

FLORIDA

BOCA RATON NEWS (E/S)
(USSPI/Knight-Ridder)
34 Southeast Second St
Boca Raton 33432
(305) 395-8300
Nat'l adv: Rick Baker
Market: ADI 82/SMSA 70

BRADENTON HERALD (E/S)
(Knight-Ridder/Publishers Reps of Florida)
PO Box 921
Bradenton 33506
(813) 748-0411
Nat'l adv: Janet Scarboro
Market: ADI 17/SMSA 187

CAPE CORAL EVENING BREEZE (E)†
(Landon)
PO Box 846
Cape Coral 33904
(813) 549-0123
Nat'l adv: Donald R. Langer

CLEARWATER SUN (E/S)
(Branham/Publishers Reps of Florida)
PO Box 2078
Clearwater 33516
(813) 448-2073
Nat'l adv: Lyndall J. Hasley
Market: ADI 17/SMSA 21

COCOA TODAY (M/S)
(Gannett/Sawyer-Ferguson-Walker)
PO Box 1330
Cocoa 32922
(305) 632-8700
Nat'l adv: Linda Hill
Market: ADI 41/SMSA 160

DAYTONA BEACH MORNING JOURNAL (M)
DAYTONA BEACH EVENING JOURNAL (E)
DAYTONA BEACH SUNDAY NEWS-JOURNAL (S)
(Sawyer-Ferguson-Walker/Publishers Reps of Florida)
901 Sixth Street
Daytona Beach 32017
(904) 252-1511
Nat'l adv: Robert E. Hughes
Market: ADI 41/SMSA 139

DE LAND SUN NEWS (E)
DE LAND SUN NEWS (S)
(Landon)
PO Box 1119
De Land 32720
(904) 734-3661
Nat'l adv: Stewart C. Maxcy
Market: ADI 41/SMSA 139

FORT LAUDERDALE SUN-SENTINEL (M)
FORT LAUDERDALE NEWS (E)
FORT LAUDERDALE NEWS & SUN SENTINEL (S)
(CWO&O/Publishers Reps of Florida)
P.O. Box 14430
Fort Lauderdale 33302
(305) 761-4466
Nat'l adv: Joseph M. Byrd
Market: ADI 15/SMSA 36

FORT MYERS NEWS-PRESS (M/S)
(Gannett)
PO Box 10
Fort Myers 33902
(813) 334-2351
Nat'l adv: Veronica A. Dickens
Market: SMSA 165

FORT PIERCE NEWS TRIBUNE (E/S)
(Landon)
PO Box 69
Fort Pierce 33450
(305) 461-2050
Nat'l adv: Kathy LeClair
Market: ADI 82

FORT WALTON BEACH PLAYGROUND NEWS (M/S)
(Landon)
Fort Walton Beach 32548
(904) 683-1111
Nat'l adv: Bill Williams
Market: ADI 61

GAINESVILLE SUN (M/S)
(Branham/Publishers Reps of Florida)
191 SE 2nd Pl.
Gainesville 32602
(904) 378-1411
Nat'l adv: Bob Glafcke
Market: SMSA 221

HOLLYWOOD SUN TATTLER (E)
(Story & Kelly-Smith/Publishers Reps of Florida)
2600 N. 29th Ave.
Hollywood 33020
(305) 922-1511
Nat'l adv: Gene Carter
Market: ADI 15/SMSA 36

HOMESTEAD SOUTH DADE NEWS LEADER (E)
(Landon)
Homestead 33030
(305) 247-2321
Nat'l adv: L. Ralph Alexander
Market: ADI 15/SMSA 22

JACKSONVILLE FLORIDA TIMES-UNION (M/S)
JACKSONVILLE JOURNAL (E)
(Branham/Publishers Reps of Florida)
PO Box 1949
Jacksonville 32231
(904) 791-4111
Nat'l adv: Ron Keeler
Market: ADI 68/SMSA 55

KEY WEST CITIZEN (E/S)
(Thomson)
PO Box 1120
Key West 33040
(305) 294-6641
Nat'l adv: Richard B. Esposito
Market: ADI 15

LAKE CITY REPORTER (E)
(Publishers Reps of Florida)
PO Box 1709
Lake City 32055
(904) 752-1297
Nat'l adv: Edwin English
Market: ADI 68

LAKE WALES DAILY HIGHLANDER (E/S)
PO Box 872
Lake Wales 33853
(813) 676-2571
Nat'l adv: Peter Bond
Market: ADI 17/SMSA 122

LAKELAND LEDGER (E/S)
(Branham/Publishers Reps of Florida)
PO Box 408
Lakeland 33802
(813) 687-7840
Nat'l adv: Stephanie Evans
Market: ADI 17/SMSA 122

LEESBURG COMMERCIAL (E/S)
(Publishers Reps of Florida)
PO Box 7
Leesburg 32748
(904) 787-4515
Nat'l adv: Ken Pass
Market: ADI 41

MIAMI DIARIO LAS AMERICAS (M/S)
2900 N.W. 39th Street
Miami 33142
(305) 633-3341
Nat'l adv: Enrique J. Perez
Market: ADI 15/SMSA 22

MIAMI HERALD (M/S)
MIAMI NEWS (E)
(Knight-Ridder/Publishers Reps of Florida)
1 Herald Plaza
Miami 33101
(305) 350-2111
Nat'l adv: Philip Edmunds
Market: ADI 15/SMSA 22

MIAMI REVIEW (M)
Box 010589
Miami 33101
(305) 377-3721
Nat'l adv: Horace T. Brooks
Market: ADI 15/SMSA 22

NAPLES DAILY NEWS (E/S)†
(Publishers Reps of Florida)
1075 Central Ave.
Naples 33940
(813) 262-3161
Nat'l adv: Robt. Groff

OCALA STAR-BANNER (E/S)
(Branham/Publishers Reps of Florida)
PO Box 490
Ocala 32670
(904) 629-0011
Nat'l adv: Cecil Spangler
Market: ADI 41

ORANGE PARK CLAY TODAY (E)
1564 Kingsley Ave.
Orange Park 32073
(904) 264-3200
Nat'l adv: Scott L. Swanson
Market: ADI 68/SMSA 55

ORLANDO SENTINEL STAR (A/S)
(CWO&O/Publishers Reps of Florida)
PO Box 2833
Orlando 32802
(305) 420-5266
Nat'l adv: Sam K. Adkins
Market: ADI 41/SMSA 63

PALATKA NEWS (E)
(Branham/Publishers Reps of Florida)
PO Box 777
Palatka 32077
(904) 328-2721
Nat'l adv: Bob Beacham
Market: ADI 68

PALM BEACH DAILY NEWS (M/S)
(Sawyer-Ferguson-Walker)
PO Box 1176
Palm Beach 33480
(305) 655-5755
Nat'l adv: Jerry Hastings
Market: ADI 82/SMSA 70

PANAMA CITY NEWS-HERALD (M/S)
(Landon)
Panama City 32401
(904) 763-7621
Nat'l adv: Robert E. Lea
Market: SMSA 251

PENSACOLA JOURNAL (M)
PENSACOLA NEWS (E)
PENSACOLA NEWS JOURNAL (S)
(Gannett)
1 News-Journal Plaza
Pensacola 32501
(904) 433-0041
Nat'l adv: Jack Y. Miller
Market: ADI 61/SMSA 137

PUNTA GORDA DAILY HERALD NEWS (E)†
(Thomson)
PO Box 1808
Punta Gorda 33950
(813) 639-2151
Nat'l adv: Robert Murphy

SARASOTA HERALD TRIBUNE (M/S)
SARASOTA JOURNAL (E)
(Branham/Publishers Reps of Florida)
PO Box 1719
Sarasota 33578
(813) 953-7755
Nat'l adv:
Market: ADI 17/SMSA 153

ST. AUGUSTINE RECORD (E)
PO Box 1630
St. Augustine 32084
(904) 824-6105
Nat'l adv: Art Brown
Market: ADI 68/SMSA 55

ST. PETERSBURG TIMES (M/S)
ST. PETERSBURG INDEPENDENT (E)
(Story & Kelly-Smith)
490 First Avenue So.
St. Petersburg 33701
(813) 893-8304
Nat'l adv: Walter R. Stecher
Market: ADI 17/SMSA 21

STUART NEWS (E/S)
(Story & Kelly-Smith)
Box 396
Stuart 33494
(305) 287-1550
Nat'l adv: Glenn F. Schmid
Market: ADI 82

TALLAHASSEE DEMOCRAT (M/S)
(Knight-Ridder/Publishers Reps of Florida)
PO Box 990
Tallahassee 32302
(904) 594-2240
Nat'l adv: Joseph Wenzinger
Market: SMSA 203

TAMPA TRIBUNE (M)
TAMPA TIMES (E)
TAMPA TRIBUNE & TIMES (S)
(Sawyer-Ferguson-Walker/Publishers Reps of Florida)
P.O. Box 191
Tampa 33601
(813) 272-7445
Nat'l adv: Byron Taggart
Market: ADI 17/SMSA 21

WEST PALM BEACH POST (M)
WEST PALM BEACH TIMES (E)
WEST PALM BEACH POST-TIMES (S)
(Sawyer-Ferguson-Walker/Publishers Reps of Florida)
2751 S. Dixie Highway
West Palm Beach 33405
(305) 833-7411
Nat'l adv: Walter Schram, Jr.
Market: ADI 82/SMSA 70

WINTER HAVEN NEWS-CHIEF (E/S)
(Landon)
PO Box 1440
Winter Haven 33880
(813) 294-7731
Nat'l adv: P. J. Sullivan
Market: ADI 17/SMSA 122

GEORGIA

ALBANY HERALD (E/S)
(Landon)
Albany 31702
(912) 435-4511
Nat'l adv: Geoffrey L. Gray
Market: SMSA 250

ATHENS NEWS (M)
ATHENS BANNER-HERALD (E)
ATHENS BANNER-HERALD/NEWS (S)
(Branham)
Box 912
Athens 30603
(404) 549-0123
Nat'l adv: A. Mark Smith
Market: ADI 16

ATLANTA CONSTITUTION (M)
ATLANTA JOURNAL (E)
ATLANTA JOURNAL-CONSTITUTION (S)
(Million Market Newspapers)
72 Marietta St. NW
Atlanta 30303
(404) 572-5151
Nat'l adv: James E. Stanford
Market: ADI 16/SMSA 19

AUGUSTA CHRONICLE (M)
AUGUSTA HERALD (E)
AUGUSTA SUNDAY CHRONICLE-HERALD (S)
(Branham)
725 Broad St.
Augusta 30903
(404) 724-0851
Nat'l adv: Matt Reynolds
Market: SMSA 138

BRUNSWICK NEWS (E)
PO Box 1557
Brunswick 31520
(912) 265-8320
Nat'l adv: Wendy Moore
Market: ADI 68

COLUMBUS ENQUIRER (M)
COLUMBUS LEDGER (E)
COLUMBUS SUNDAY LEDGER-ENQUIRER (S)
(Knight-Ridder)
PO Box 711
Columbus 31902
(404) 322-8831
Nat'l adv: Ron Rice
Market: SMSA 157

DALTON DAILY CITIZEN-NEWS (E)
PO Box 1167
Dalton 30720
(404) 278-1011
Nat'l adv: Marvin Newman
Market: ADI 76

GAINESVILLE TIMES (E/S)
Box 838
Gainesville 30501
(404) 532-1234
Nat'l adv: Rick Chapman
Market: ADI 16

GRIFFIN NEWS (E)
(American Newspaper Reps)
323 E. Solomon
Griffin 30223
(404) 227-3276
Nat'l adv: Betty McNeely
Market: ADI 16

GWINNETT NEWS (E/S)
(USSPI)
PO Box 367
Lawrenceville 30246
(404) 963-0311
Nat'l adv: Jules Ciotta
Market: ADI 16/SMSA 19

LA GRANGE DAILY NEWS (E)
La Grange 30240
(404) 884-7311
Nat'l adv: W. Roland Yarbrough, Jr.
Market: ADI 16

MACON TELEGRAPH (M)
MACON NEWS (E)
MACON TELEGRAPH AND NEWS (S)
(Knight-Ridder)
Box 4167
Macon 31208
(912) 744-4200
Nat'l adv: J. Comer Marchman
Market: SMSA 150

MARIETTA DAILY JOURNAL (E/S)
(Landon/USSPI)
PO Box 449
Marietta 30061
(404) 428-9411
Nat'l adv: Brett Carroll
Market: ADI 16/SMSA 19

ROME NEWS-TRIBUNE (E)
Drawer F
Rome 30161
(404) 291-6397
Nat'l adv: Linda Weaver
Market: ADI 16

SAVANNAH MORNING NEWS (M)
SAVANNAH EVENING PRESS (E)
SAVANNAH MORNING NEWS & EVENING PRESS (S)
(Branham)
PO Box 1088
Savannah 31402
(912) 236-9511
Nat'l adv: Marion H. Manson
Market: SMSA 159

WARNER ROBINS SUN (E/S)
(Landon)
PO Box 2768
Warner Robins 31093
(912) 923-6432
Nat'l adv: William Tucker
Market: SMSA 150

HAWAII

HAWAII TRIBUNE-HERALD (E/S)†
(USSPI)
PO Box 767, 355 Kineole St.
Hilo 96720
(808) 935-6621
Nat'l adv: Donald W. Reynolds

HONOLULU ADVERTISER (M)
HONOLULU STAR BULLETIN (E)
HONOLULU STAR BULLETIN & ADVERTISER (S)
(Gannett)
Box 3350 News Bldg.
Honolulu 96801
(Tel) x 8540
Nat'l adv: Carl J. Barrea
Market: SMSA 56

IDAHO

BOISE IDAHO STATESMAN (M/S)
(Gannett)
PO Box 40
Boise 83707
(208) 377-6360
Nat'l adv: Robert E. Vaughan
Market: SMSA 193

IDAHO FALLS POST REGISTER (M/E/S)†
(Landon)
Idaho Falls 83401
(208) 522-1800
Nat'l adv: Jack Couch

IDAHO STATE JOURNAL (E)†
IDAHO SUNDAY JOURNAL (S)†
305 S. Arthur
Pocatello 83201
(208) 232-4161
Nat'l adv: Diane Jensen

KELLOGG EVENING NEWS (E)
Box 149
Kellogg 83837
(208) 783-1107
Nat'l adv: Gary Corbeill
Market: ADI 71

LEWISTON-CLARKSTON TRIBUNE (M/S)
(Branham)
Box 957
Lewiston 83501
(208) 743-9411
Nat'l adv: Jan Sipes
Market: ADI 71

MOSCOW IDAHONIAN (E)
(Branham)
PO Box 8187
Moscow 83843
(208) 882-5561
Nat'l adv: T. L. Watson
Market: ADI 71

SANDPOINT DAILY BEE (E)
Box 159
Sandpoint 83864
(208) 263-9534
Nat'l adv: Herb Offermann
Market: ADI 71

TWIN FALLS TIMES-NEWS (M/S)†
(Branham)
PO Box 548
Twin Falls 83301
(208) 733-0931
Nat'l adv: Kay Jones

ILLINOIS

ALTON TELEGRAPH (E)
(Branham)
111 E. Broadway
Alton 62002
(618) 463-2500
Nat'l adv: L. J. Payne
Market: ADI 13/SMSA 12

ARLINGTON HEIGHTS HERALD (M/S)
(USSPI)
PO Box 280
Arlington Heights 60006
(312) 870-3600
Nat'l adv: Robert E. Miller
Market: ADI 3/SMSA 3

AURORA BEACON-NEWS (E/S)
(Sawyer-Ferguson-Walker)
101 S. River
Aurora 60506
(312) 897-4241
Nat'l adv: Flora Morgan
Market: ADI 3/SMSA 3

BELLEVILLE NEWS-DEMOCRAT (E/S)
(Branham)
120 S. Illinois St.
Belleville 62222
(618) 234-1000
Nat'l adv: Gary L. Berkley
Market: ADI 13/SMSA 12

BELVIDERE DAILY REPUBLICAN (E)
(Landon)
401 Whitney Blvd.
Belvidere 61008
(815) 544-9811
Nat'l adv: Jim Johnson
Market: SMSA 130

BLOOMINGTON PANTAGRAPH (A/S)
(Landon)
301 W. Washington St.
Bloomington 61701
(309) 829-9411
Nat'l adv: Woodrow Shadid
Market: ADI 89/SMSA 225

BUFFALO GROVE DAILY HERALD (M/S)
(USSPI)
PO Box 280
Arlington Heights 60006
(312) 870-3600
Nat'l adv: Robert E. Miller
Market: ADI 3/SMSA 3

CANTON LEDGER (E)
53 W. Elm
Canton 61520
(309) 647-5100
Nat'l adv:
Market: ADI 89

CARBONDALE SOUTHERN ILLINOISAN (E/S)
(Branham)
710 N. Illinois
Carbondale 62901
(618) 549-5391
Nat'l adv: Edward P. Schultz
Market: ADI 74

CENTRALIA SENTINEL (E/S)
232 E. Broadway
Centralia 62801
(618) 532-5604
Nat'l adv: Peggy Zimmermann
Market: ADI 13

CHAMPAIGN-URBANA NEWS-GAZETTE (E/S)
(Texas Daily Press League)
48 Main St.
Champaign 61820
(217) 351-5281
Nat'l adv: Phil Gustatson
Market: ADI 73/SMSA 194

CHARLESTON TIMES COURIER (M)
(Landon)
307 6th St.
Charleston 61920
(217) 345-7085
Nat'l adv: Joanne Oelke
Market: ADI 73

CHICAGO DAILY SOUTHTOWN ECONOMIST (M)
CHICAGO SUNDAY SOUTHTOWN ECONOMIST (S)
(USSPI)
5959 S. Harlem Ave.
Chicago 60638
(312) 586-8800
Nat'l adv: Ruth Mussen
Market: ADI 3/SMSA 3

CHICAGO DEFENDER (M)
(Amalgated Publishers)
2400 S. Michigan Ave.
Chicago 60616
(312) 225-2400
Nat'l adv: Dave Young
Market: ADI 3/SMSA 3

CHICAGO SUN-TIMES (M/S)
(Chicago Sun-Times/News)
401 N. Wabash Ave.
Chicago 60611
(312) 321-3000
Nat'l adv: John Anderson
Market: ADI 3/SMSA 3

CHICAGO TRIBUNE (A/S)
(Chicago Tribune)
435 N. Michigan Ave.
Chicago 60611
(312) 222-3126
Nat'l adv: George H. Van Wagner
Market: ADI 3/SMSA 3

CRYSTAL LAKE HERALD (E)
7803 Pyott Rd.
Crystal Lake 60014
(815) 459-4040
Nat'l adv: R. Sheppard
Market: ADI 3/SMSA 3

DANVILLE COMMERCIAL-NEWS (E/S)
(Gannett)
17 West North Street
Danville 61832
(217) 446-1000
Nat'l adv: Robert L. Foreman
Market: ADI 73

DE KALB DAILY CHRONICLE (E)
(Landon)
PO Box 587
De Kalb 60115
(815) 756-4841
Nat'l adv: Reino Riippi
Market: ADI 3

DECATUR HERALD (M)
DECATUR REVIEW (E)
DECATUR HERALD REVIEW (S)
(Branham)
PO Box 311
Decatur 62525
(217) 429-5151
Nat'l adv: David C. Sharp
Market: ADI 73/SMSA 207

DES PLAINES DAILY HERALD (M/S)
(USSPI)
PO Box 280
Arlington Heights 60006
(312) 870-3600
Nat'l adv: Robert E. Miller
Market: ADI 3/SMSA 3

DIXON EVENING TELEGRAPH (E)†
113 Peoria Ave.
Dixon 61021
(815) 284-2222
Nat'l adv: Judy E. Elmendorf

EDWARDSVILLE INTELLIGENCER (E)
(Branham)
117 N. 2nd St.
Edwardsville 62025
(618) 656-4700
Nat'l adv: Tona Scheibal
Market: ADI 13/SMSA 12

EFFINGHAM DAILY NEWS (E)†
201 N. Banker
Effingham 62401
(217) 347-7151
Nat'l adv: Carl Thoele

ELGIN COURIER-NEWS (E/S)
(Sawyer-Ferguson-Walker)
300 Lake St.
Elgin 60120
(312) 888-7800
Nat'l adv: Rolland W. Walbaum
Market: ADI 3/SMSA 3

ELK GROVE VILLAGE DAILY HERALD (M/S)
(USSPI)
PO Box 280
Arlington Heights 60006
(312) 870-3600
Nat'l adv: Robert E. Miller
Market: ADI 3/SMSA 3

FREEPORT JOURNAL-STANDARD (E)†
(Landon)
27 S. State Ave.
Freeport 61032
(815) 232-1171
Nat'l adv: Marie Richter

GALESBURG REGISTER-MAIL (E)
(Landon)
140 S. Prairie
Galesburg 61401
(309) 343-7181
Nat'l adv: Russ Cunningham
Market: ADI 75

HANOVER PARK DAILY HERALD (M/S)
(USSPI)
PO Box 280
Arlington Heights 60006
(312) 870-3600
Nat'l adv: Robert Miller
Market: ADI 3/SMSA 3

HOFFMAN ESTATES DAILY HERALD (M/S)
(USSPI)
PO Box 280
Arlington Heights 60006
(312) 870-3600
Nat'l adv: Robert E. Miller
Market: ADI 3/SMSA 3

HOOPESTON CHRONICLE (E)
(Landon)
First Avenue at Main St.
Hoopeston 60942
(217) 283-5111
Nat'l adv: Robert E. Green
Market: ADI 73

JACKSONVILLE JOURNAL (M)
JACKSONVILLE COURIER (E)
JACKSONVILLE JOURNAL-COURIER (S)
235 W. State St.
Jacksonville 62650
(217) 245-6121
Nat'l adv: R. A. Fay
Market: ADI 73

JOLIET HERALD-NEWS (E/S)
(Sawyer-Ferguson-Walker)
300 Caterpillar Dr.
Joliet 60436
(815) 729-6161
Nat'l adv: George Fisk
Market: ADI 3/SMSA 3

KANKAKEE DAILY JOURNAL (E/S)
(Landon)
8 Dearborn Square
Kankakee 60901
(815) 937-3300
Nat'l adv: John W. Murphy
Market: ADI 3/SMSA 253

KEWANEE STAR-COURIER (E)
(Branham)
105 E. Central Blvd.
Kewanee 61443
(309) 852-2181
Nat'l adv: Lillian Berlin
Market: ADI 75/SMSA 98

LA SALLE NEWS-TRIBUNE (E)
(Landon)
La Salle 61301
(815) 223-3200
Nat'l adv: L. A. Lesniak
Market: ADI 3

LINCOLN COURIER (E)
601 Pulaski St.
Lincoln 62656
(217) 732-2101
Nat'l adv: Billie Checkigen
Market: ADI 89

MACOMB DAILY JOURNAL (E)†
PO Box 597
Macomb 61455
(309) 833-2114
Nat'l adv: Charles Pullins

MATTOON JOURNAL GAZETTE (E)
(Landon)
100 Broadway
Mattoon 61938
(217) 235-5656
Nat'l adv: Joanne Oelke
Market: ADI 73

MOLINE DISPATCH (E/S)
(Branham)
1720 5th Avenue
Moline 61265
(309) 764-4344
Nat'l adv: Al Roels
Market: ADI 75/SMSA 98

MONMOUTH REVIEW ATLAS (E)
400 S. Main St.
Monmouth 61462
(309) 734-3176
Nat'l adv: Carolyn Taylor
Market: ADI 75

MOUNT PROSPECT DAILY HERALD (M/S)
(USSPI)
PO Box 280
Arlington Heights 60006
(312) 870-3600
Nat'l adv: Robert E. Miller
Market: ADI 3/SMSA 3

MOUNT VERNON REGISTER NEWS (E)
(Thomson)
P.O. Box 489
Mount Vernon 62864
(618) 242-0117
Nat'l adv: Paul Bonnerup
Market: ADI 13

OTTAWA DAILY TIMES (E)
(Landon)
110 W. Jefferson St.
Ottawa 61350
(815) 433-2000
Nat'l adv: James Malley
Market: ADI 3

PALATINE DAILY HERALD (M/S)
(USSPI)
PO Box 280
Arlington Heights 60006
(312) 870-3600
Nat'l adv: Robert E. Miller
Market: ADI 3/SMSA 3

PEKIN TIMES (E)
(Branham)
22 S. 4th St.
Pekin 61554
(309) 346-1111
Nat'l adv: Mark Heine
Market: ADI 89/SMSA 100

PEORIA JOURNAL STAR (A/S)
(CWO&O)
1 News Plaza
Peoria 61643
(309) 686-3094
Nat'l adv: Donald Menser
Market: ADI 89/SMSA 100

PONTIAC DAILY LEADER (E)
318 N. Main St.
Pontiac 61764
(815) 842-1153
Nat'l adv: William L. Alvey
Market: ADI 3

QUINCY HERALD-WHIG (E/S)†
(Branham)
PO Box 909
Quincy 62301
(217) 223-5100
Nat'l adv: Dave Laytham

ROCK ISLAND ARGUS (E/S)
(Branham)
1724-4th Avenue
Rock Island 61201
(309) 786-6441
Nat'l adv: Al Roels
Market: ADI 75/SMSA 98

ROCKFORD REGISTER STAR (M/S)
(Gannett)
97 E. State St.
Rockford 61105
(815) 987-1304
Nat'l adv: Harry Whipple
Market: SMSA 130

ROLLING MEADOWS DAILY HERALD (M/S)
(USSPI)
PO Box 280
Arlington Heights 60006
(312) 870-3600
Nat'l adv: Robert E. Miller
Market: ADI 3/SMSA 3

SHELBYVILLE DAILY UNION (E)
100 W. Main St.
Shelbyville 62565
(217) 774-2161
Nat'l adv: Frances Frazier
Market: ADI 73

SPRINGFIELD STATE JOURNAL-REGISTER (M/E/S)
(Branham)
313 S. 6th St.
Springfield 62701
(217) 544-5711
Nat'l adv: William C. Charlton
Market: ADI 73/SMSA 163

STERLING GAZETTE (E)
(Landon)
312 2nd Ave.
Sterling 61081
(815) 625-3600
Nat'l adv: David Grandon
Market: ADI 75

STREATOR TIMES-PRESS (E)
(Landon)
Streator 61364
(315) 672-2111
Nat'l adv: B. A. Edwards
Market: ADI 3

TAYLORVILLE BREEZE-COURIER (E)
(Landon)
Taylorville 62568
(217) 824-2233
Nat'l adv: Marylee Cooper
Market: ADI 73

WATSEKA TIMES-REPUBLIC (E)
1491 E. Walnut
Watseka 60970
(815) 432-5227
Nat'l adv: Bette D. Knapp
Market: ADI 3

WAUKEGAN NEWS-SUN (E)
100 W. Madison
Waukegan 60085
(312) 689-7000
Nat'l adv: Roy L. Dupuis
Market: ADI 3/SMSA 3

WEST FRANKFORT DAILY AMERICAN (E)
111 S. Emma
West Frankfort 62896
(618) 932-2146
Nat'l adv: Diann Walthes
Market: ADI 74

WHEATON JOURNAL (E/S)
(Sawyer-Ferguson-Walker)
362 Schmale Rd.
Wheaton 60187
(312) 653-1100
Nat'l adv: Rolland W. Walbaum
Market: ADI 3/SMSA 3

WHEELING DAILY HERALD (M/S)
(USSPI)
PO Box 280
Arlington Heights 60006
(312) 870-3600
Nat'l adv: Robert E. Miller
Market: ADI 3/SMSA 3

WOODSTOCK DAILY SENTINEL (E)
Box 709
Woodstock 60098
(815) 338-1300
Nat'l adv: Jeff Watt
Market: ADI 3/SMSA 3

INDIANA

ANDERSON HERALD (M/S)
ANDERSON BULLETIN (E)
(Branham)
1133 Jackson
Anderson 46015
(317) 643-5371
Nat'l adv: Allen F. Utterback
Market: ADI 19/SMSA 199

ATTICA LEDGER TRIBUNE (E)
217 S. Perry
Attica 47918
(317) 762-2411
Nat'l adv: Mary Stingle
Market: ADI 19

AUBURN EVENING STAR (E)
118 W. 9th Street
Auburn 46706
(219) 925-2611
Nat'l adv: Martin Alexander
Market: ADI 96/SMSA 101

BEDFORD TIMES-MAIL (E)
(Landon)
813 16th St.
Bedford 47421
(812) 275-3355
Nat'l adv: Frank Taggart
Market: ADI 19

BLOOMINGTON BEDFORD SUNDAY HERALD-TIMES (S)
(Landon)
PO Box 909
Bloomington 47401
(812) 332-4401
Nat'l adv: James Snodgress
Market: ADI 19/SMSA 255

BLOOMINGTON HERALD-TELEPHONE (E)
(Landon)
PO Box 909
Bloomington 47401
(812) 332-4401
Nat'l adv: James W. Snodgress
Market: ADI 19/SMSA 255

BRAZIL TIMES (E)
(Landon)
100 Times Square
Brazil 47834
(812) 446-2216
Nat'l adv: Paul T. Danielsen
Market: SMSA 174

CLINTON DAILY CLINTONIAN (E)
422 S. Main St.
Clinton 47842
(317) 832-2443
Nat'l adv: B. W. Replogle
Market: SMSA 174

COLUMBUS REPUBLIC (E)
(Landon/USSPI)
333 2nd St.
Columbus 47201
(812) 372-7811
Nat'l adv: Rita Hardwick
Market: ADI 19

CONNERSVILLE NEWS-EXAMINER (E)
(Landon)
PO Box 287
Connersville 47331
(317) 825-1581
Nat'l adv: Inez L. Maple
Market: ADI 25

CRAWFORDSVILLE JOURNAL-REVIEW (E)
(Landon)
119 N. Green St.
Crawfordsville 47933
(317) 362-1200
Nat'l adv: Richard I. Simonds
Market: ADI 19

DECATUR DAILY DEMOCRAT (E)
(American Newspaper Reps)
141 S. 2nd St.
Decatur 46733
(219) 724-2121
Nat'l adv: Mark Miller
Market: ADI 96/SMSA 101

ELKHART TRUTH (E)
(Branham)
PO Box 487
Elkhart 46514
(219) 294-1661
Nat'l adv: Ron Schmanske
Market: ADI 77/SMSA 211

EVANSVILLE COURIER (M)
EVANSVILLE PRESS (E)
EVANSVILLE COURIER AND PRESS (S)
(Story & Kelly-Smith)
PO Box 268
Evansville 47702
(812) 464-7644
Nat'l adv: Robert B. Kelley
Market: ADI 87/SMSA 121

FORT WAYNE JOURNAL-GAZETTE (M/S)
FORT WAYNE NEWS-SENTINEL (E)
(Branham)
600 W. Main St.
Fort Wayne 46802
(219) 461-8349
Nat'l adv: Bryan Boggess
Market: ADI 96/SMSA 101

FRANKLIN DAILY JOURNAL (E)
(Landon)
PO Box 366
Franklin 46131
(317) 736-7101
Nat'l adv: Charles Sullivan
Market: ADI 19/SMSA 33

GARY POST TRIBUNE (E/S)
(Knight-Ridder)
1065 Broadway
Gary 46402
(219) 886-5157
Nat'l adv: John R. Cornett
Market: ADI 3/SMSA 64

GOSHEN NEWS (E)
Goshen 46526
(219) 533-2151
Nat'l adv: James A. Young
Market: ADI 77/SMSA 211

GREENFIELD DAILY REPORTER (E)
(Landon)
PO Box 279
Greenfield 46140
(317) 462-5528
Nat'l adv: R. N. Brown
Market: ADI 19/SMSA 33

GREENSBURG DAILY NEWS (E)
P.O. Box 106
Greensburg 47240
(812) 663-3111
Nat'l adv: Bob Beeler
Market: ADI 19

HAMMOND TIMES (E/S)
(Knight-Ridder)
417 Fayette St.
Hammond 46320
(219) 932-3100
Nat'l adv: John Corbett
Market: ADI 3/SMSA 64

INDIANAPOLIS STAR (M/S)
INDIANAPOLIS NEWS (E)
(Million Market Newspapers)
307 N. Pennsylvania St.
Indianapolis 46204
(317) 633-1132
Nat'l adv: Alan Judkins
Market: ADI 19/SMSA 33

KOKOMO TRIBUNE (E/S)
(Branham)
300 N. Union St.
Kokomo 46901
(317) 459-3121
Nat'l adv: John F. Hoffman
Market: ADI 19/SMSA 239

LA PORTE HERALD-ARGUS (E)
(Landon)
701 State St.
La Porte 46350
(219) 362-2161
Nat'l adv: Thomas Avery
Market: ADI 3

LAFAYETTE JOURNAL & COURIER (E/S)
(Gannett)
217 N. 6th St.
Lafayette 47901
(317) 423-5511
Nat'l adv: Douglas W. Rankin
Market: SMSA 238

LEBANON REPORTER (E)
(USSPI)
117 E. Washington Street
Lebanon 46052
(317) 482-4650
Nat'l adv: Charles Slaughter
Market: ADI 19/SMSA 33

LOGANSPORT PHAROS-TRIBUNE (E/S)
(Landon)
Logansport 46947
(219) 722-5000
Nat'l adv: Donald Pollitt
Market: ADI 19

MADISON COURIER (E)
(Landon)
310 Courier Square
Madison 47250
(812) 265-3641
Nat'l adv: Pat Oyler
Market: ADI 43

MARION CHRONICLE-TRIBUNE (M/S)
(Gannett)
610 S. Adams St.
Marion 46952
(317) 664-5111
Nat'l adv: Max Crotser
Market: ADI 19

MARTINSVILLE REPORTER (E)
(USSPI)
60 South Jefferson Street
Martinsville 46151
(317) 342-3311
Nat'l adv: Wendell Holt
Market: ADI 19/SMSA 33

MICHIGAN CITY NEWS DISPATCH (E)
(Landon)
121 W. Michigan Blvd.
Michigan City 46360
(219) 874-7211
Nat'l adv: Naomi R. Block
Market: ADI 3

MUNCIE STAR (M/S)
MUNCIE EVENING PRESS (E)
(Story & Kelly-Smith)
PO Box 2408
Muncie 47302
(317) 747-5744
Nat'l adv: Michael F. Grimes
Market: ADI 19/SMSA 219

NEW ALBANY TRIBUNE (E)
NEW ALBANY LEDGER TRIBUNE (S)
(Thomson)
303 West Second
New Albany 47150
(812) 944-6481
Nat'l adv: Anthony Arnold
Market: ADI 43/SMSA 41

NEW CASTLE COURIER-TIMES (E)
(Landon)
201 S. 14th St.
New Castle 47362
(317) 529-1111
Nat'l adv: Jackie Razor
Market: ADI 19

PERU DAILY TRIBUNE (E)
(Landon)
PO Box 87
Peru 46970
(317) 473-6641
Nat'l adv: Kathryn Davidson
Market: ADI 19

PORTLAND COMMERCIAL REVIEW (E)
309 W. Main St.
Portland 47371
(219) 726-8141
Nat'l adv: Donald Gillespie
Market: ADI 19

PRINCETON DAILY CLARION (E)
PO Box 321
Princeton 47670
(812) 385-2525
Nat'l adv: Jackie Hollis
Market: ADI 87/SMSA 121

RICHMOND PALLADIUM ITEM (E/S)
(Gannett)
PO Box 308
Richmond 47374
(317) 962-1575
Nat'l adv: Brooks Johnson
Market: ADI 47

ROCHESTER SENTINEL (E)
118 E. 8th St.
Rochester 46975
(219) 223-2111
Nat'l adv: Arthur L. Hoffman
Market: ADI 77

RUSHVILLE REPUBLICAN (E)
219 N. Perkins
Rushville 46173
(317) 932-3333
Nat'l adv:
Market: ADI 19

SHELBYVILLE NEWS (E)
(Landon/USSPI)
123 E. Washington St.
Shelbyville 46176
(317) 398-6631
Nat'l adv: Bob Knopp
Market: ADI 19/SMSA 33

SOUTH BEND TRIBUNE (E/S)
(Story & Kelly-Smith)
223 W. Colfax
South Bend 46626
(219) 233-6161
Nat'l adv: Albert E. Petersohn
Market: ADI 77/SMSA 128

TERRE HAUTE STAR (M)
TERRE HAUTE TRIBUNE (E)
TERRE HAUTE TRIBUNE-STAR (S)
(Landon)
721 Wabash Ave.
Terre Haute 47808
(812) 232-0581
Nat'l adv: Frederick E. Kraly
Market: SMSA 174

VALPARAISO VIDETTE-MESSENGER (E)
(Landon)
1111 Glendale Blvd.
Valparaiso 46383
(219) 462-5151
Nat'l adv: Daniel R. Harrington
Market: ADI 3/SMSA 64

VINCENNES SUN-COMMERCIAL (E/S)†
(Landon)
Vincennes 47591
(812) 882-2310
Nat'l adv: William E. Brooks, Jr.

WABASH PLAIN DEALER (E)
(Landon)
PO Box 377
Wabash 46992
(219) 563-2131
Nat'l adv: C. Rex Lutz
Market: ADI 96

WARSAW TIMES-UNION (E)
Times Building
Warsaw 46580
(219) 267-3111
Nat'l adv: Dennis Kessler
Market: ADI 77

WINCHESTER-UNION CITY NEWS GAZETTE (E)
224 W Franklin
Winchester 47394
(317) 584-4501
Nat'l adv: Greg Howell
Market: ADI 19

IOWA

AMES DAILY TRIBUNE (E)
(Iowa Daily Press Assn.)
PO Box 380
Ames 50010
(515) 232-2160
Nat'l adv: Ron Van Ekeren
Market: ADI 62

ATLANTIC NEWS-TELEGRAPH (E)
410 Walnut
Atlantic 50022
(712) 243-2624
Nat'l adv: Bob Bredenstiner
Market: ADI 65

BURLINGTON HAWK EYE (E/S)
(Southwest Dailies)
Box 10
Burlington 52601
(319) 754-8461
Nat'l adv: Theresa Kirkenslager
Market: ADI 75

CARROLL DAILY TIMES HERALD (E)
(Iowa Daily Press Assn.)
Box 546
Carroll 51401
(712) 792-3573
Nat'l adv: Paul P. Eischeid
Market: ADI 62

CEDAR FALLS RECORD (M)
(Story & Kelly-Smith)
124 E 18 St.
Cedar Falls 50613
(219) 563-2131
Nat'l adv: Robert E. Mullen
Market: ADI 70/SMSA 213

CEDAR RAPIDS GAZETTE (E/S)
(Branham)
500 3rd Ave. SE
Cedar Rapids 52401
(319) 398-8211
Nat'l adv: Jon Kemmerer
Market: ADI 70/SMSA 181

CLINTON HERALD (E)
(Branham)
PO Box 31
Clinton 52732
(319) 242-7101
Nat'l adv: D. H. Cunningham
Market: ADI 75

COUNCIL BLUFFS NONPAREIL (E/S)
(Thomson)
117 Pearl St.
Council Bluffs 51501
(712) 328-1811
Nat'l adv: Kent A. Johnson
Market: ADI 65/SMSA 68

DES MOINES REGISTER (M/S)
DES MOINES TRIBUNE (E)
(CWO&O)
715 Locust St.
Des Moines 50309
(515) 284-8038
Nat'l adv: Roy C. Follett
Market: ADI 62/SMSA 106

DUBUQUE TELEGRAPH-HERALD (E/S)
(Branham)
PO Box 688
Dubuque 52001
(319) 588-5723
Nat'l adv: David A. Lewis
Market: ADI 70/SMSA 259

FORT DODGE MESSENGER (E)
(Landon)
713 Central Ave.
Fort Dodge 50501
(515) 573-2141
Nat'l adv: L. Jay Smith
Market: ADI 62

IOWA CITY DAILY IOWAN (M)
111 Communications Center
Iowa City 52242
(319) 353-6201
Nat'l adv: Jim Leonard
Market: ADI 70

IOWA CITY PRESS-CITIZEN (E)
(Gannett/Iowa Daily Press Assn.)
PO Box 2480
Iowa City 52244
(319) 337-3181
Nat'l adv: Geoffrey T. White
Market: ADI 70

KEOKUK DAILY GATE CITY (E)†
(Iowa Daily Press Assn.)
1016 Main St.
Keokuk 52632
(319) 524-8300
Nat'l adv: J. W. Nelson

MARSHALLTOWN TIMES-REPUBLICAN (E)
(Iowa Daily Press Assn.)
135 W. Main St.
Marshalltown 50158
(515) 753-6611
Nat'l adv: Julie K. Noid
Market: ADI 62

MASON CITY GLOBE-GAZETTE (E)†
(Branham/Iowa Daily Press Assn.)
PO Box 271
Mason City 50401
(515) 423-4270
Nat'l adv: Carolyn Jicka

MUSCATINE JOURNAL (E)
(Branham/Iowa Daily Press Assn.)
PO Box 809
Muscatine 52761
(319) 263-2331
Nat'l adv: Shirley Moss
Market: ADI 75

NEWTON DAILY NEWS (E)
200 First Ave. E
Newton 50208
(515) 792-3121
Nat'l adv: John DeGrado
Market: ADI 62

OELWEIN DAILY REGISTER (E)
(Thomson)
16 E. Charles
Oelwein 50662
(319) 283-2144
Nat'l adv: Vic Gallo
Market: ADI 70

OTTUMWA COURIER (E)
(Branham)
213 E. 3rd St.
Ottumwa 52501
(515) 684-4611
Nat'l adv: Howard Hintz
Market: ADI 62

PERRY DAILY CHIEF (E)
(Iowa Daily Press Assn.)
1323 Second St.
Perry 50220
(515) 465-4666
Nat'l adv: Barry Sanders
Market: ADI 62

QUAD-CITY TIMES (A/S)
(Branham)
PO Box 3828
Davenport 52808
(319) 383-2296
Nat'l adv: Hart Bondi
Market: ADI 75/SMSA 98

SHENANDOAH EVENING SENTINEL (E)
(Iowa Daily Press Assn.)
118 E. Elm St.
Shenandoah 51601
(712) 246-1100
Nat'l adv: Thelma Burkhiser
Market: ADI 65

SIOUX CITY JOURNAL (M/S)
(Branham)
6th & Pavonia
Sioux City 51105
(712) 255-8991
Nat'l adv: Robert Davin
Market: SMSA 223

WASHINGTON EVENING JOURNAL (E)
PO Box 471
Washington 52353
(319) 653-2191
Nat'l adv: Darwin K. Sherman
Market: ADI 70

WATERLOO COURIER (E/S)
(Story & Kelly-Smith)
PO Box 540
Waterloo 50704
(319) 291-1496
Nat'l adv: Robert E. Mullen
Market: ADI 70/SMSA 213

WEBSTER CITY FREEMAN-JOURNAL (E)
(Landon)
720 2nd St.
Webster City 50595
(515) 832-4350
Nat'l adv: Timothy Mack
Market: ADI 62

KANSAS

ABILENE REFLECTOR-CHRONICLE (E)
303 North Broadway
Abilene 67410
(913) 263-1000
Nat'l adv: Janelle J. Gantenbein
Market: ADI 53

ATCHISON GLOBE (E/S)
1015-25 Main St.
Atchison 66002
(913) 367-0583
Nat'l adv: Harvey Buckley
Market: ADI 27

AUGUSTA DAILY GAZETTE (E)
413 State St.
Augusta 67101
(316) 775-2219
Nat'l adv: Carter J. Zerbe
Market: ADI 53/SMSA 91

BELOIT DAILY CALL (E)
(Landon)
122 E Court
Beloit 67420
(913) 738-2711
Nat'l adv: Steve Thompson
Market: ADI 53

COFFEYVILLE JOURNAL (E/S)
(Gannett)
8th & Elm Sts.
Coffeyville 67337
(316) 251-3300
Nat'l adv: Gary Husman
Market: ADI 52

DODGE CITY DAILY GLOBE (E)
PO Box 820
Dodge City 67801
(316) 225-4151
Nat'l adv: Jack Honnold
Market: ADI 53

EMPORIA GAZETTE (E)†
(Landon)
517 Merchant St.
Emporia 66801
(316) 342-4803
Nat'l adv: Charles Edwards

GARDEN CITY TELEGRAM (E)
(Landon)
PO Box 958
Garden City 67846
(316) 275-7105
Nat'l adv: Le Roy Allman
Market: ADI 53

GOODLAND DAILY NEWS (E/S)†
1205 Main St.
Goodland 67735
(913) 899-2338
Nat'l adv: Robert R. McCants

HAYS DAILY NEWS (E/S)
Box 857
Hays 67601
(913) 628-1081
Nat'l adv: Don Haas
Market: ADI 53

HIAWATHA DAILY WORLD (E)
Box 160 607 Utah St.
Hiawatha 66434
(913) 742-2111
Nat'l adv: G. C. Wareham
Market: ADI 27

HUTCHINSON NEWS (A/S)
(Southwest Dailies)
300 W. 2nd St.
Hutchinson 67501
(316) 662-3311
Nat'l adv: Richard D. Popp
Market: ADI 53

JUNCTION CITY UNION (E/S)†
(Landon)
314 N. Washington
Junction City 66441
(913) 762-5000
Nat'l adv: Carla McCauley

KANSAS CITY KANSAN (E/S)
(Branham)
901 N. 8th St.
Kansas City 66101
(913) 371-4300
Nat'l adv: Robert Fusie
Market: ADI 27/SMSA 27

LARNED DAILY TILLER AND TOILER (E)
Box 206
Larned 67550
(316) 285-3111
Nat'l adv: Jeris Teegerstrom
Market: ADI 53

LAWRENCE JOURNAL WORLD (E/S)
(Southwest Dailies)
609 New Hampshire St.
Lawrence 66044
(913) 843-1000
Nat'l adv: Jack Starkey
Market: ADI 27/SMSA 268

LEAVENWORTH TIMES (E/S)
(Thomson)
422 Seneca St.
Leavenworth 66048
(913) 682-0305
Nat'l adv: Keith Bach
Market: ADI 27

MANHATTAN MERCURY (E/S)†
(Landon)
PO Box 787
Manhattan 66502
(913) 776-8805
Nat'l adv: James Findley

NEWTON KANSAN (E)
Box 268
Newton 67114
(316) 283-1500
Nat'l adv: Bill Paronto
Market: ADI 53

OLATHE DAILY NEWS (M/S)
514 S. Kansas
Olathe 66061
(913) 764-2211
Nat'l adv: Edwin T. Koon
Market: ADI 27/SMSA 27

OTTAWA HERALD (E)
(Southwest Dailies)
104 S. Cedar St.
Ottawa 66067
(913) 242-4700
Nat'l adv: Darrell Mullen
Market: ADI 27

PARSONS SUN (E)†
(Southwest Dailies)
220 S. 18th St.
Parsons 67357
(316) 421-2000
Nat'l adv: Gordon E. Nordquist

PRATT TRIBUNE (E)
(Landon)
Box 909
Pratt 67124
(316) 672-5511
Nat'l adv: Mrs. Mildred Notter
Market: ADI 53

SALINA JOURNAL (E/S)
(Southwest Dailies)
333 S. 4th St.
Salina 67401
(913) 823-6363
Nat'l adv: Paul G. Webb
Market: ADI 53

TOPEKA DAILY CAPITAL (M)
TOPEKA STATE JOURNAL (E)
TOPEKA SUNDAY CAPITAL JOURNAL (S)
(Branham)
6th & Jefferson Sts.
Topeka 66607
(913) 295-1147
Nat'l adv: Van Anderson
Market: SMSA 172

WICHITA EAGLE (M)
WICHITA BEACON (E)
WICHITA SUNDAY EAGLE & BEACON (S)
(Knight-Ridder)
825 E. Douglas
Wichita 67201
(316) 268-6000
Nat'l adv: Jerry C. Pierce
Market: ADI 53/SMSA 91

WINFIELD COURIER (E)
(Landon)
Winfield 67156
(316) 221-1100
Nat'l adv: W. W. Keith
Market: ADI 53

KENTUCKY

ASHLAND DAILY INDEPENDENT (E/S)
(Branham)
PO Box 311
Ashland 41101
(606) 324-2136
Nat'l adv: Betty Horton
Market: ADI 42/SMSA 119

BOWLING GREEN NEWS (E/S)†
(Branham)
PO Box 929
Bowling Green 42101
(502) 843-4321
Nat'l adv: Jerry Mayes

DANVILLE ADVOCATE-MESSENGER (E)
DANVILLE KENTUCKY ADVOCATE (S)
(Landon)
W. Walnut St.
Danville 40422
(606) 236-2551
Nat'l adv: Gerald Van Gilder
Market: ADI 88

ELIZABETHTOWN NEWS-ENTERPRISE (E)
PO Box 430
Elizabethtown 42701
(502) 769-2312
Nat'l adv: Thomas Shreve
Market: ADI 43

FULTON DAILY LEADER (E)
(Landon)
State Line & Washington Sts.
Fulton 42041
(502) 472-1121
Nat'l adv: Sherry L. Pickett
Market: ADI 74

HARLAN DAILY ENTERPRISE (E)
(Landon)
Box E
Harlan 40831
(606) 573-4510
Nat'l adv: Rod Harris
Market: ADI 60

HENDERSON GLEANER (M/S)
(Story & Kelly-Smith)
455 Klutey Park Plaza
Henderson 42420
(502) 827-2000
Nat'l adv: Steve Austin
Market: ADI 87/SMSA 121

HOPKINSVILLE KENTUCKY NEW ERA (E)
(Landon)
PO Box 729
Hopkinsville 42240
(502) 886-4444
Nat'l adv: Mark Lee
Market: ADI 30/SMSA 216

LEXINGTON HERALD (M)
LEXINGTON LEADER (E)
LEXINGTON SUNDAY HERALD-LEADER (S)
(Knight-Ridder)
239 W. Short St.
Lexington 40507
(606) 254-6666
Nat'l adv: Fred Hull
Market: ADI 88/SMSA 120

LOUISVILLE COURIER-JOURNAL (M/S)
LOUISVILLE TIMES (E)
525 W. Broadway
Louisville 40202
(502) 582-4703
Nat'l adv: Kenneth H. Mays
Market: ADI 43/SMSA 41

MADISONVILLE MESSENGER (E)
(Landon)
Box 529
Madisonville 42431
(502) 821-6833
Nat'l adv: Lee Harney
Market: ADI 87

MAYSVILLE LEDGER-INDEPENDENT (M)
(General Advertising Service)
PO Box 518
Maysville 41056
(606) 564-9091
Nat'l adv: James W. Morgan, Jr.
Market: ADI 25

MIDDLESBORO NEWS (E)
(Landon)
PO Box 579
Middlesboro 40965
(606) 248-1010
Nat'l adv: Eunice Madley
Market: ADI 60

MURRAY LEDGER & TIMES (E)
(Landon)
PO Box 32
Murray 42071
(502) 753-1916
Nat'l adv: Rick Orr
Market: ADI 74

OWENSBORO MESSENGER-INQUIRER (M/S)
(Story & Kelly-Smith)
PO Box 1480
Owensboro 42301
(502) 926-0123
Nat'l adv: Geneva Cottrell
Market: ADI 87/SMSA 263

PADUCAH SUN (E/S)
(Branham)
PO Box 2300
Paducah 42001
(502) 443-1771
Nat'l adv: James Duncan
Market: ADI 74

SOMERSET COMMONWEALTH-JOURNAL (E)
102-106 N. Maple St.
Somerset 42501
(606) 678-8191
Nat'l adv: Herschel Whitis
Market: ADI 88

WINCHESTER SUN (E)
(Landon)
Box 747
Winchester 40391
(606) 744-3123
Nat'l adv: Edward Mastrean
Market: ADI 88/SMSA 120

LOUISIANA

ALEXANDRIA DAILY TOWN TALK (E/S)
(Branham)
PO Box 7558
Alexandria 71306
(308) 422-1331
Nat'l adv: Cade Fogleman
Market: SMSA 208

BASTROP DAILY ENTERPRISE (E)†
PO Box 311
Bastrop 71220
(318) 281-4421
Nat'l adv: Bill Chapman

BATON ROUGE MORNING ADVOCATE (M)
BATON ROUGE STATE-TIMES (E)
BATON ROUGE SUNDAY ADVOCATE (S)
(Branham)
525 Lafayette St.
Baton Rouge 70821
(504) 383-1111
Nat'l adv: Don Stewart
Market: ADI 98/SMSA 92

BOGALUSA DAILY NEWS (E/S)
PO Box 820
Bogalusa 70427
(504) 732-2565
Nat'l adv: Louise Fitzgerald
Market: ADI 36

HAMMOND STAR (E)
(Mid-South Mississippi Dailies)
200 SW Railroad Ave.
Hammond 70401
(504) 345-2333
Nat'l adv: Walter H. Lutz, Jr.
Market: ADI 36

HOUMA DAILY COURIER (E)
HOUMA DAILY COURIER "CASTNET" (S)
312 School St.
Houma 70360
(504) 879-1557
Nat'l adv: Christine Forrest
Market: ADI 36

JENNINGS DAILY NEWS (E)†
PO Box 910
Jennings 70546
(318) 824-3011
Nat'l adv: Lou Romero

LAFAYETTE ADVERTISER (E/S)
(Thomson/Mid-South Mississippi Dailies)
PO Box 3268
Lafayette 70502
(318) 235-8511
Nat'l adv: Jay Boudreaux
Market: SMSA 227

LAKE CHARLES AMERICAN PRESS (E/S)
PO Box 2893
Lake Charles 70602
(318) 439-2781
Nat'l adv: Jack Delaney
Market: SMSA 197

MINDEN PRESS-HERALD (E)
PO Drawer J
Minden 71055
(318) 377-1866
Nat'l adv: Bill Specht
Market: ADI 58/SMSA 103

MONROE MORNING WORLD (M/S)
MONROE NEWS-STAR (E)
(Gannett)
PO Box 1502
Monroe 71201
(318) 322-5161
Nat'l adv: Nicole Jorgensen
Market: SMSA 215

MORGAN CITY DAILY REVIEW (E)
(Mid-South Mississippi Dailies)
PO Box 948
Morgan City 70380
(504) 384-3370
Nat'l adv: Allan Von Werder
Market: ADI 98

NEW ORLEANS TIMES-PICAYUNE (M/S)
NEW ORLEANS STATES-ITEM (E)
(Newhouse Metro-Suburbia)
3800 Howard Ave.
New Orleans 70140
(504) 586-3769
Nat'l adv: Robert O'Neill
Market: ADI 36/SMSA 34

OPELOUSAS WORLD (E)†
(Mid-South Mississippi Dailies)
Hwy 167 So.
Opelousas 70570
(318) 942-4971
Nat'l adv: Willie Pitre

SHREVEPORT TIMES (M/S)
SHREVEPORT JOURNAL (E)
(Gannett)
222 Lake St.
Shreveport 71130
(318) 424-0373
Nat'l adv: Benoit Lynn
Market: ADI 58/SMSA 103

SLIDELL DAILY SENTRY NEWS (M/S)
PO Box 9101
Slidell 70458
(504) 643-4918
Nat'l adv: Steve Krehl
Market: ADI 36/SMSA 34

MAINE

AUGUSTA KENNEBEC JOURNAL (M)
(Landon)
274 Western Ave.
Augusta 04330
(207) 623-3811
Nat'l adv: Waneta Caret
Market: ADI 78

BANGOR DAILY NEWS (M)†
(Sawyer-Ferguson-Walker)
491 Main St.
Bangor 04401
(207) 942-4881
Nat'l adv: Wyman Rice

BIDDEFORD JOURNAL TRIBUNE (E)
(Landon)
Route 111, Alfred Rd.
Biddeford 04005
(207) 282-1535
Nat'l adv: Vicki Bird
Market: ADI 78

BRUNSWICK TIMES RECORD (E)
(Landon)
Brunswick 04011
(207) 729-3311
Nat'l adv: Daniel S. Snow
Market: ADI 78/SMSA 148

CENTRAL MAINE MORNING SENTINEL (M)
(Landon)
25 Silver St.
Waterville 04901
(207) 873-3341
Nat'l adv: Robert Drouin
Market: ADI 78

LEWISTON DAILY SUN (M)
LEWISTON EVENING JOURNAL (E)
(Landon)
104 Park St.
Lewiston 04240
(207) 784-5411
Nat'l adv: Y. Roger Fontaine
Market: ADI 78/SMSA 247

PORTLAND PRESS HERALD (M)
PORTLAND EXPRESS (E)
PORTLAND MAINE SUNDAY TELEGRAM (S)
(Landon)
390 Congress St.
Portland 04104
(207) 775-5811
Nat'l adv: Mark G. Sullivan, Jr.
Market: ADI 78/SMSA 148

MARYLAND

ANNAPOLIS CAPITAL (E)
(Landon/USSPI)
P.O. Box 911
Annapolis 21404
(301) 268-5000
Nat'l adv: George Cruz
Market: ADI 20/SMSA 14

BALTIMORE NEWS AMERICAN (E/S)
(Hearst)
PO Box 1795
Baltimore 21203
(301) 752-1212
Nat'l adv: Hugh Brannan, Jr.
Market: ADI 20/SMSA 14

BALTIMORE SUN (M/S)
BALTIMORE EVENING SUN (E)
(CWO&O)
501 North Calvert Street
Baltimore 21202
(301) 332-6240
Nat'l adv: Leonard M. Jozulin
Market: ADI 20/SMSA 14

CAMBRIDGE BANNER (E)
(Landon)
302 High St.
Cambridge 21613
(301) 228-3131
Nat'l adv: Claude L. Gootee
Market: ADI 20

CUMBERLAND NEWS (M)
CUMBERLAND TIMES (E/S)
(Landon)
7-9 S. Mechanic St.
Cumberland 21502
(301) 722-4600
Nat'l adv: John R. Wilkinson
Market: ADI 8

EASTON STAR DEMOCRAT (M)
(USSPI)
PO Box 600
Easton 21601
(301) 822-1500
Nat'l adv: Michael Hollick
Market: ADI 20

FREDERICK POST (M)
FREDERICK NEWS (E)
(Landon)
Frederick 21701
(301) 662-1177
Nat'l adv: Edward F. Mull
Market: ADI 8

HAGERSTOWN MORNING HERALD (M)
HAGERSTOWN DAILY MAIL (E)
(Story & Kelly-Smith)
PO Box 439
Hagerstown 21740
(301) 733-5131
Nat'l adv: Jack Cost
Market: ADI 8

SALISBURY TIMES (E/S)†
(Thomson)
PO Box 1937
Salisbury 21801
(301) 749-7171
Nat'l adv: George P. Miles

MASSACHUSETTS

ATHOL DAILY NEWS (E)
225 Exchange St.
Athol 01331
(617) 249-3535
Nat'l adv: John J. Michalski
Market: ADI 6/SMSA 62

ATTLEBORO SUN CHRONICLE (E)
(Landon)
34 South Main St.
Attleboro 02703
(617) 222-7000
Nat'l adv: Fred Wolstencroft
Market: ADI 31/SMSA 81

BEVERLY TIMES (M)†
(USSPI)
Dunham Rd.
Beverly 01915
(617) 922-1234
Nat'l adv: Lorraine O'Connell

BOSTON GLOBE (A/S)
(Million Market Newspapers)
135 Morrissey Blvd.
Boston 02107
(617) 929-2000
Nat'l adv: Paul Leahy
Market: ADI 6/SMSA 6

BOSTON HERALD AMERICAN (M/S)
(Hearst)
300 Harrison Ave.
Boston 02106
(617) 426-3000
Nat'l adv: Robert Lange
Market: ADI 6/SMSA 6

BROCKTON ENTERPRISE (E)
(Landon)
60 Main Street
Brockton 02403
(617) 586-6200
Nat'l adv: Lawrence D. Bond
Market: ADI 6/SMSA 6

CLINTON DAILY ITEM (E)
(Landon)
156 Church St.
Clinton 01510
(617) 368-0176
Nat'l adv: Lee Bursley
Market: ADI 6/SMSA 62

DEDHAM DAILY TRANSCRIPT (E)
(Landon/USSPI)
420 Washington St.
Dedham 02026
(617) 329-5000
Nat'l adv: Robert S. Katz
Market: ADI 6/SMSA 6

FALL RIVER HERALD NEWS (E)
(Landon)
Fall River 02721
(617) 676-8211
Nat'l adv: Raymond J. Griffin, Jr.
Market: ADI 31/SMSA 81

FITCHBURG-LEOMINSTER SENTINEL & ENTERPRISE (E)
(Thomson)
808 Main St.
Fitchburg 01420
(617) 343-6911
Nat'l adv: Ronald Masury
Market: ADI 6/SMSA 62

GARDNER NEWS (E)
(Landon)
309 Central St.
Gardner 01440
(617) 632-8000
Nat'l adv: James D. Murphy
Market: ADI 6/SMSA 62

GLOUCESTER TIMES (E)
(USSPI)
Whittemore St.
Gloucester 01930
(617) 283-7000
Nat'l adv: Arthur Harris
Market: ADI 6/SMSA 6

GREENFIELD RECORDER (E)
(Landon)
Greenfield 01301
(413) 772-0261
Nat'l adv: Russell Webster
Market: ADI 86

HAVERHILL GAZETTE (E)
(Landon)
Haverhill 01830
(617) 374-0321
Nat'l adv: Michael Hanson
Market: ADI 6/SMSA 6

HOLYOKE TRANSCRIPT-TELEGRAM (E)
(Landon)
120 Whiting Farms Rd.
Holyoke 01040
(413) 536-2300
Nat'l adv: Elenor Valencia
Market: ADI 86/SMSA 69

LAWRENCE EAGLE-TRIBUNE (E/S)
(Story & Kelly-Smith)
100 Turnpike St.
N. Andover 01845
(617) 685-1000
Nat'l adv: Chester J. Zembruski
Market: ADI 6/SMSA 6

LOWELL SUN (E/S)
(Story & Kelly-Smith)
15 Kearney Square
Lowell 01852
(617) 458-7100
Nat'l adv: Thomas P. Sexton
Market: ADI 6/SMSA 6

LYNN DAILY EVENING ITEM (E)
(Landon/USSPI)
38 Exchange St.
Lynn 01903
(617) 593-7700
Nat'l adv: Eugene Hastings
Market: ADI 6/SMSA 6

MALDEN EVENING NEWS (E)
(Landon/USSPI)
277 Commercial St.
Malden 02148
(617) 321-8000
Nat'l adv: Norman J. Morrison
Market: ADI 6/SMSA 6

MEDFORD DAILY MERCURY (E)
(Landon/USSPI)
Zero Governors Ave.
Medford 02155
(617) 321-8000
Nat'l adv: Norman J. Morrison
Market: ADI 6/SMSA 6

MELROSE EVENING NEWS (E)
(Landon/USSPI)
414 Main St.
Melrose 02176
(617) 321-8000
Nat'l adv: Norman J. Morrison
Market: ADI 6/SMSA 6

MIDDLESEX NEWS (E/S)
(Landon)
33 New York Ave.
Framingham 01701
(617) 872-4321
Nat'l adv: James F. Carney, Jr.
Market: ADI 6/SMSA 6

MILFORD DAILY NEWS (E)
(Landon)
159 Main St.
Milford 01757
(617) 473-1111
Nat'l adv: Richard P. Rae
Market: ADI 6/SMSA 62

NEW BEDFORD STANDARD-TIMES (E/S)
(Branham)
555 Pleasant St.
New Bedford 02742
(617) 997-7411
Nat'l adv: Charles C. Alves
Market: ADI 31/SMSA 81

NEWBURYPORT DAILY NEWS (E)
23 Liberty St.
Newburyport 01950
(617) 462-6666
Nat'l adv: George Gurney
Market: ADI 6/SMSA 6

NORTH ADAMS TRANSCRIPT (E)
(Landon)
124 American Legion Dr.
North Adams 01247
(413) 663-3741
Nat'l adv: John B. Kallander
Market: ADI 45/SMSA 195

NORTHAMPTON HAMPSHIRE GAZETTE (E)
(Landon)
155 Conz St.
Northampton 01060
(413) 584-5000
Nat'l adv: Duncan H. Fraser
Market: ADI 86/SMSA 69

PEABODY TIMES (E)
(USSPI)
54 Main Street
Peabody 01960
(617) 532-1005
Nat'l adv: Lorraine O'Connell
Market: ADI 6/SMSA 6

PITTSFIELD BERKSHIRE EAGLE (E)
(Landon)
33 Eagle St.
Pittsfield 01201
(413) 447-7311
Nat'l adv: Vincent W. Monteleone
Market: ADI 45/SMSA 195

QUINCY PATRIOT-LEDGER (E)
(Landon)
13 Temple St.
Quincy 02169
(617) 786-7000
Nat'l adv: George F. White
Market: ADI 6/SMSA 6

SALEM EVENING NEWS (E)
(Landon)
155 Washington Street
Salem 01970
(617) 744-0600
Nat'l adv: Gina M. Viscusi
Market: ADI 6/SMSA 6

SPRINGFIELD UNION (M)
SPRINGFIELD NEWS (E)
SPRINGFIELD REPUBLICAN (S)
(Newhouse Metro-Suburbia)
1860 Main St.
Springfield 01101
(413) 787-2469
Nat'l adv: Dwight L. Brouillard
Market: ADI 86/SMSA 69

TAUNTON GAZETTE (E)
(Thomson)
5-9 Cohannet St.
Taunton 02780
(617) 822-7121
Nat'l adv: Mike Harwood
Market: ADI 31/SMSA 81

WAKEFIELD DAILY ITEM (E)
26 Albion St.
Wakefield 01880
(617) 245-0080
Nat'l adv: Charles Roy
Market: ADI 6/SMSA 6

WALTHAM NEWS-TRIBUNE (E)
(Landon)
45 Hawthorne Rd.
Waltham 02154
(617) 893-1670
Nat'l adv: Ed Whitney
Market: ADI 6/SMSA 6

WOBURN DAILY TIMES (E)
(USSPI)
25 Montvale Ave.
Woburn 01801
(617) 933-3700
Nat'l adv: Thomas R. Kirk
Market: ADI 6/SMSA 6

WORCESTER TELEGRAM (M/S)
WORCESTER EVENING GAZETTE (E)
(CWO&O)
20 Franklin Street
Worcester 01613
(617) 755-4321
Nat'l adv: John P. Connolly
Market: ADI 6/SMSA 62

MICHIGAN

ADRIAN TELEGRAM (E)
(Thomson)
133 N. Winter St.
Adrian 49221
(517) 265-5111
Nat'l adv: Doug Farrell
Market: ADI 59

ALPENA NEWS (E)†
130 Park Pl.
Alpena 49707
(517) 354-3111
Nat'l adv: Mary Lou Van Dusen

ANN ARBOR NEWS (E/S)
(Newhouse Metro-Suburbia)
340 E. Huron St.
Ann Arbor 48106
(313) 994-6711
Nat'l adv: James Taylor
Market: ADI 7/SMSA 147

BATTLE CREEK ENQUIRER & NEWS (E/S)
(Gannett)
155 W. Van Buren
Battle Creek 49016
(616) 964-7161
Nat'l adv: J. F. Newman
Market: ADI 39/SMSA 175

BAY CITY TIMES (E/S)
(Newhouse Metro-Suburbia)
311 5th St.
Bay City 48706
(517) 895-8551
Nat'l adv: Marshall Carter
Market: ADI 57/SMSA 234

BENTON HARBOR HERALD-PALLADIUM (E)
(Landon)
3450 Hollywood Rd.
Benton Harbor 49085
(616) 429-2400
Nat'l adv: William H. Rauh
Market: ADI 77

CHEBOYGAN DAILY TRIBUNE (E)†
(Landon)
310-312 N. Main St.
Cheboygan 49721
(616) 627-7144
Nat'l adv: Bruce Gauthier

DETROIT FREE PRESS (M/S)
(Knight-Ridder)
321 W. Lafayette
Detroit 48231
(313) 222-6400
Nat'l adv: William H. Wundram
Market: ADI 7/SMSA 5

DETROIT NEWS (E/S)
(Million Market Newspapers)
615 W. Lafayette Blvd.
Detroit 48231
(313) 222-2288
Nat'l adv: Norman R. Young
Market: ADI 7/SMSA 5

ESCANABA DAILY PRESS (E)
(Landon)
600 Ludington Street
Escanaba 49829
(906) 786-2021
Nat'l adv: Fran Vasko
Market: ADI 67

FLINT JOURNAL (E/S)
200 E. 1st St.
Flint 48502
(313) 767-0660
Nat'l adv: Warren Harrison
Market: ADI 57/SMSA 77

GRAND HAVEN TRIBUNE (E)
101 N. Third St.
Grand Haven 49417
(616) 842-6400
Nat'l adv: A. K. DeWitt
Market: ADI 39/SMSA 72

GRAND RAPIDS PRESS (E/S)
(Newhouse Metro-Suburbia)
Press Plaza, Vandenberg Center
Grand Rapids 49503
(616) 459-1567
Nat'l adv: Thomas J. Syrek
Market: ADI 39/SMSA 72

GREENVILLE NEWS-BANNER (E)
(American Newspaper Reps)
109 N. Lafayette
Greenville 48838
(616) 754-9301
Nat'l adv: Wendy Van Tassell
Market: ADI 39

HILLSDALE DAILY NEWS (E)
33 McCollum
Hillsdale 49242
(517) 437-7351
Nat'l adv: Ron Shamma
Market: ADI 97

HOLLAND SENTINEL (E)
(Branham)
54-56 West 8th
Holland 49423
(616) 392-2311
Nat'l adv: Scott Stewart
Market: ADI 39/SMSA 72

HOUGHTON DAILY MINING GAZETTE (E)†
(Landon)
65 N Isle Royale St.
Houghton 49931
(906) 482-1500
Nat'l adv: Urbo F. Lammi

HURON DAILY TRIBUNE (E)
(Hearst)
211 N. Heisterman
Bad Axe 48413
(517) 269-6461
Nat'l adv: June Licht
Market: ADI 57

IRONWOOD DAILY GLOBE (E)†
(Landon)
118 E. McLeod Ave.
Ironwood 49938
(906) 932-2211
Nat'l adv: Robert Immich

JACKSON CITIZEN PATRIOT (E/S)
(Newhouse Metro-Suburbia)
214 S. Jackson St.
Jackson 49204
(517) 787-2300
Nat'l adv: C. R. Oehlerking
Market: ADI 97/SMSA 200

KALAMAZOO GAZETTE (E/S)
(Newhouse Metro-Suburbia)
401 S. Burdick St.
Kalamazoo 49003
(616) 345-3511
Nat'l adv: Robert M. Verttage
Market: ADI 39/SMSA 141

LANSING STATE JOURNAL (E/S)
(Gannett)
120 E. Lenawee St.
Lansing 48919
(517) 487-4740
Nat'l adv: E. W. Boettcher
Market: ADI 97/SMSA 87

LUDINGTON DAILY NEWS (E)†
212 N. Rath Ave.
Ludington 49431
(616) 845-5181
Nat'l adv: George Wilson

MACOMB DAILY (E)
(Landon)
PO Box 707
Mt. Clemens 48043
(313) 469-4510
Nat'l adv: Omar Forberg
Market: ADI 7/SMSA 5

MARQUETTE MINING JOURNAL (M)†
MARQUETTE MINING JOURNAL/UPPER PENINSULA SUNDAY TIMES (S)†
(Landon)
249 Washington St.
Marquette 49855
(906) 226-2554
Nat'l adv: Gene Bigham

MARSHALL EVENING CHRONICLE (E)
115 S. Grand St.
Marshall 49068
(616) 781-3943
Nat'l adv: N. P. Costianes
Market: ADI 39/SMSA 175

MENOMINEE HERALD LEADER (E)
122 6th Ave.
Menominee 49858
(906) 863-5544
Nat'l adv: Dean Broetzman
Market: ADI 67

MIDLAND DAILY NEWS (E)
(Branham)
124 S. MacDonald
Midland 48640
(517) 835-7171
Nat'l adv: Jerry Vallina
Market: ADI 57

MONROE EVENING NEWS (E)
PO Box 666
Monroe 48161
(313) 242-1100
Nat'l adv: Angela Ames
Market: ADI 7/SMSA 51

MT. PLEASANT MORNING SUN (M)
215 N. Main
Mt. Pleasant 48858
(517) 772-2971
Nat'l adv: Douglas D. McFarlane
Market: ADI 57

MUSKEGON CHRONICLE (E/S)
(Newhouse Metro-Suburbia)
981 3rd St.
Muskegon 49443
(616) 722-3161
Nat'l adv: David Kennedy
Market: ADI 39/SMSA 179

NILES DAILY STAR (E)
217 N. 4th St.
Niles 49120
(616) 683-2100
Nat'l adv: Polli M. Smith
Market: ADI 77

OWOSSO ARGUS-PRESS (E)
(Landon)
Owosso 48867
(517) 725-5136
Nat'l adv: George W. Campbell
Market: ADI 57/SMSA 77

PETOSKEY NEWS-REVIEW (E)†
319 State St.
Petoskey 49770
(616) 347-2544
Nat'l adv: Carl J. Rosenow

PONTIAC OAKLAND PRESS (E/S)
(CWO&O)
PO Box 9
Pontiac 48056
(313) 332-8181
Nat'l adv: Woodruff Crouse
Market: ADI 7/SMSA 5

PORT HURON TIMES HERALD (E/S)
(Gannett)
907 6th St.
Port Huron 48060
(313) 985-7171
Nat'l adv: Linda Pinars
Market: ADI 7/SMSA 5

ROYAL OAK TRIBUNE (E)
(Landon)
210 E. 3rd St.
Royal Oak 48068
(313) 541-3000
Nat'l adv: Stanley Sherman
Market: ADI 7/SMSA 5

SAGINAW NEWS (E/S)
(Newhouse Metro-Suburbia)
201 S. Washington Ave.
Saginaw 48605
(517) 752-7171
Nat'l adv: William J. Piffer
Market: ADI 57/SMSA 156

STURGIS DAILY JOURNAL (E)
209 John St.
Sturgis 49091
(616) 651-5407
Nat'l adv: Roanne Fry
Market: ADI 77

TRAVERSE CITY RECORD-EAGLE (E)†
(Branham)
120 W. Front St.
Traverse City 49684
(616) 946-2000
Nat'l adv: Brenda Holdredge

YPSILANTI PRESS (E/S)
(Branham)
20 E. Michigan Ave.
Ypsilanti 48197
(313) 482-2000
Nat'l adv: Louis E. Alexander
Market: ADI 7/SMSA 147

MINNESOTA

ALBERT LEA TRIBUNE (E/S)†
(Northwest Dailies/Thomson)
808 W. Front St.
Albert Lea 56007
(507) 373-1411
Nat'l adv: Dennis Gilgenbach

BEMIDJI PIONEER (E/S)†
(Northwest Dailies)
Nielson & Pioneer Sts.
Bemidji 56601
(218) 751-3740
Nat'l adv: Gary L. Milks

DULUTH NEWS-TRIBUNE (M/S)
DULUTH HERALD (E)
(Knight-Ridder)
424 W. 1st St.
Duluth 55801
(218) 723-5220
Nat'l adv: John Parmeter
Market: SMSA 131

FARIBAULT DAILY NEWS (E)
(Northwest Dailies)
514 Central Ave.
Faribault 55021
(507) 334-4383
Nat'l adv: Jay Treadway
Market: ADI 14

LITTLE FALLS TRANSCRIPT (E)
(Gannett)
3000 7th St.
St. Cloud 56301
(612) 632-6627
Nat'l adv: Mel Hollenhorst
Market: ADI 14

MANKATO FREE PRESS (E)†
(Branham)
418 S. 2nd St.
Mankato 56001
(507) 625-4451
Nat'l adv: George Weckman

MESABI DAILY NEWS (E/S)
(Landon/Northwest Dailies)
704 7th Ave. S
Virginia 55792
(218) 741-5544
Nat'l adv: Rose Groebner
Market: SMSA 131

MINNEAPOLIS TRIBUNE (M/S)
MINNEAPOLIS STAR (E)
(CWO&O)
425 Portland Ave.
Minneapolis 55488
(612) 372-4141
Nat'l adv: William H. Gray
Market: ADI 14/SMSA 15

NEW ULM JOURNAL (M)
(Northwest Dailies)
303 North Minnesota St.
New Ulm 56073
(507) 359-2911
Nat'l adv: Bruce Fenske
Market: ADI 14

RED WING REPUBLICAN EAGLE (E)
(Northwest Dailies)
433 W. 3rd St.
Red Wing 55066
(612) 388-8235
Nat'l adv: James Edlund
Market: ADI 14

ROCHESTER POST-BULLETIN (E)
(Branham)
18 1st Ave. SE
Rochester 55901
(501) 285-7640
Nat'l adv: James Schmitz
Market: SMSA 254

ST. CLOUD DAILY TIMES (E)
(Gannett/Northwest Dailies)
3000 7th St. N
St. Cloud 56301
(612) 251-3121
Nat'l adv: Mel Hollenhorst
Market: ADI 14/SMSA 214

ST. PAUL PIONEER PRESS (M/S)
ST. PAUL DISPATCH (E)
(Knight-Ridder)
55 E. 4th St.
St. Paul 55101
(612) 222-5011
Nat'l adv: Jeffrey S. Finden
Market: ADI 14/SMSA 15

WINONA NEWS (E/S)†
(Branham)
601 Franklin St.
Winona 55987
(507) 452-7820
Nat'l adv: Robert Ross

WORTHINGTON DAILY GLOBE (E)
300 11th St.
Worthington 56187
(507) 376-4121
Nat'l adv: Robert Roos
Market: ADI 93

MISSISSIPPI

BILOXI-GULFPORT SUN (M)
BILOXI-GULFPORT DAILY HERALD (E)
BILOXI-GULFPORT SUN/DAILY HERALD (S)
(Branham)
PO Box 4567
Biloxi 39531
(601) 896-2395
Nat'l adv: Jim Gundry
Market: SMSA 189

BROOKHAVEN DAILY LEADER (E)
(Mid-South Mississippi Dailies)
PO Box 551
Brookhaven 39601
(601) 833-6961
Nat'l adv: Sheila Furlow
Market: ADI 83

CLARKSDALE PRESS REGISTER (E/S)
(Mid-South Mississippi Dailies)
PO Box 1119
Clarksdale 38614
(601) 627-2201
Nat'l adv: Maxine Province
Market: ADI 34

CORINTH DAILY CORINTHIAN (E)
808 Waldron
Corinth 38834
(601) 286-3366
Nat'l adv: Mary Smith
Market: ADI 34

GREENWOOD COMMONWEALTH (E/S)†
(Mid-South Mississippi Dailies)
329 Highway 82 West
Greenwood 38903
(601) 453-5312
Nat'l adv: Ray Durbin

HATTIESBURG AMERICAN (E/S)
(Landon)
825 N. Main St.
Hattiesburg 39401
(601) 582-4321
Nat'l adv: Bobbie Hudson
Market: SMSA 0[illegible]

JACKSON CLARION-LEDGER (M)
JACKSON DAILY NEWS (E)
JACKSON CLARION LEDGER-DAILY NEWS (S)
(Landon)
PO Box 40
Jackson 39205
(601) 961-7160
Nat'l adv: Mack Smythe
Market: ADI 83/SMSA 125

LAUREL LEADER-CALL (E)†
(Mid-South Mississippi Dailies/Thomson)
PO Box 728
Laurel 39440
(601) 428-0551
Nat'l adv: Stanley Warren

MCCOMB ENTERPRISE-JOURNAL (E/S)
(Mid-South Mississippi Dailies)
PO Box 910
McComb 39648
(601) 684-2421
Nat'l adv: Phil Dell'Isola
Market: ADI 83

MERIDIAN STAR (E/S)†
(Mid-South Mississippi Dailies)
810-12 22nd Ave.
Meridian 39301
(601) 693-1551
Nat'l adv: Jack Bynum

NATCHEZ DEMOCRAT (M/S)†
(Landon)
503 N. Canal St.
Natchez 39121
(601) 422-9101
Nat'l adv: Jane Johnson

NORTHEAST MISSISSIPPI JOURNAL (M)†
(Mid-South Mississippi Dailies)
PO Box 909
Tupelo 38801
(601) 842-2622
Nat'l adv: Betty Franks

PASCAGOULA MISSISSIPPI PRESS (E)
PASCAGOULA MISSISSIPPI PRESS REGISTER (S)
(Newhouse Metro-Suburbia)
405 Delmas Ave.
Pascagoula 39567
(601) 762-1111
Nat'l adv: Ralph Williams
Market: ADI 61/SMSA 240

VICKSBURG POST (E/S)
(Branham)
920 South St.
Vicksburg 39180
(601) 636-4545
Nat'l adv: Bill Elderton
Market: ADI 83

YAZOO DAILY HERALD (E/S)
(Mid-South Mississippi Dailies)
P.O. Box 720
Yazoo City 39194
(601) 746-4911
Nat'l adv: Ronald Sloan
Market: ADI 83

MISSOURI

AURORA ADVERTISER (E)
(Missouri Press Service)
32 W. Olive
Aurora 65605
(417) 678-2115
Nat'l adv: Jewell Bagby
Market: ADI 81

CAPE GIRARDEAU SE MISSOURIAN (E/S)
(Branham)
301 Broadway
Cape Girardeau 63701
(314) 335-6611
Nat'l adv: Arden Draeger
Market: ADI 74

CARROLLTON DAILY DEMOCRAT (E)
(Missouri Press Service)
Box 69
Carrollton 64633
(816) 542-0881
Nat'l adv: Terre Franken
Market: ADI 27

CHILLICOTHE CONSTITUTION-TRIBUNE (E)
(Landon/Missouri Press Service)
818 Washington St.
Chillicothe 64601
(816) 646-2411
Nat'l adv: Julie Ashbrook
Market: ADI 27

COLUMBIA DAILY TRIBUNE (E/S)
(Southwest Dailies)
PO Box 798
Columbia 65201
(314) 449-3811
Nat'l adv: Kate Anthony
Market: SMSA 258

FLAT RIVER DAILY JOURNAL (E)
(Metropolitan Publishers Reps)
Box A
Flat River 63601
(314) 431-2010
Nat'l adv: Ron Weis
Market: ADI 13

HANNIBAL COURIER POST (E)†
(Southwest Dailies/Missouri Press Service)
200 N. 3rd
Hannibal 63401
(314) 221-2800
Nat'l adv: Carolyn Taylor

INDEPENDENCE EXAMINER (E)
PO Box 458
Independence 64051
(816) 254-8600
Nat'l adv: Sam Carroll
Market: ADI 27/SMSA 27

JEFFERSON CITY CAPITAL NEWS (M)†
JEFFERSON CITY POST-TRIBUNE (E)†
JEFFERSON CITY NEWS & TRIBUNE (S)†
(Southwest Dailies)
210 Monroe St.
Jefferson City 65101
(314) 636-3131
Nat'l adv: Ron Maxwell

JOPLIN GLOBE (M/S)†
(Branham)
117 E. 4th St.
Joplin 64801
(417) 623-3480
Nat'l adv: Doris Bishop

KANSAS CITY TIMES (M)
KANSAS CITY STAR (E/S)
(CWO&O)
1729 Grand Ave.
Kansas City 64108
(816) 234-4125
Nat'l adv: Mr. Darryl W. Everett
Market: ADI 27/SMSA 27

KENNETT DAILY DUNKLIN DEMOCRAT (E)
(Landon)
212-4 N. Main St.
Kennett 63857
(314) 888-4505
Nat'l adv: Koy Campbell
Market: ADI 34

LEBANON DAILY RECORD (E)
(Missouri Press Service)
290 S. Madison
Lebanon 65536
(417) 532-9131
Nat'l adv: Beth Bummells
Market: ADI 86/SMSA 81

MARSHALL DEMOCRAT-NEWS (E)
(Missouri Press Service)
121 N. Lafayette
Marshall 65340
(816) 886-2233
Nat'l adv: Douglas M. Yearta
Market: ADI 27

MEXICO LEDGER (E)†
(Missouri Press Service/Southwest Dailies)
Ledger Plaza
Mexico 65265
(314) 581-1111
Nat'l adv: Joe A. May

MOBERLY MONITOR-INDEX & DEMOCRAT (E/S)†
(Missouri Press Service/Southwest Dailies)
218 N. Williams
Moberly 65270
(316) 263-4123
Nat'l adv: Judy Orton

POPLAR BLUFF AMERICAN REPUBLIC (E)
(Landon)
208 Poplar
Poplar Bluff 63901
(314) 785-1414
Nat'l adv: Henry Wolpers
Market: ADI 74

SEDALIA CAPITAL (M)†
SEDALIA DEMOCRAT (E)†
SEDALIA DEMOCRAT-CAPITAL (S)†
(Southwest Dailies)
700 S. Massachusetts
Sedalia 65301
(816) 826-1000
Nat'l adv: D. W. Alexander

SIKESTON DAILY STANDARD (E/S)
(Landon)
205 S. New Madrid St.
Sikeston 63801
(314) 471-1137
Nat'l adv: Homer L. Stallings
Market: ADI 74

SPRINGFIELD NEWS (M)
SPRINGFIELD LEADER & PRESS (E)
SPRINGFIELD NEWS & LEADER (S)
(Gannett)
651 Boonville Ave.
Springfield 65801
(417) 836-1100
Nat'l adv: Murray Wicker
Market: ADI 81/SMSA 158

ST. JOSEPH GAZETTE (M)
ST. JOSEPH NEWS-PRESS (E/S)
(Branham)
9th & Edmond
St. Joseph 64502
(816) 279-5671
Nat'l adv: Les Rubinstein
Market: SMSA 237

ST. LOUIS GLOBE-DEMOCRAT (M/S)
(Newhouse Metro-Suburbia)
900 N. 12th Blvd.
St. Louis 63101
(314) 622-7000
Nat'l adv: Lowell Iler
Market: ADI 13/SMSA 12

ST. LOUIS POST-DISPATCH (E/S)
(Newhouse Metro-Suburbia)
900 N. 12th Blvd.
St. Louis 63101
(314) 622-7000
Nat'l adv: Lowell Iler
Market: ADI 13/SMSA 12

WARRENSBURG DAILY STAR-JOURNAL (E)
(Missouri Press Service)
135 E. Market
Warrensburg 64098
(816) 747-8123
Nat'l adv: Don W. Kirkpatrick
Market: ADI 27

WEST PLAINS DAILY QUILL (E)
(Missouri Press Service)
125 North Jefferson, Box 110
West Plains 65775
(417) 256-9191
Nat'l adv: Shaddy Newton
Market: ADI 81

MONTANA

BILLINGS GAZETTE (M/S)
(Branham)
401 N. Broadway
Billings 59103
(406) 657-1200
Nat'l adv: Anton C. Focht
Market: SMSA 241

BOZEMAN CHRONICLE (E/S)†
32 S. Rouse
Bozeman 59715
(406) 587-4491
Nat'l adv: Bruce K. Smith

BUTTE ANACONDA MONTANA STANDARD (M/S)†
(Branham)
25 W. Granite
Butte 59701
(406) 792-8301
Nat'l adv: Natalie Yovetich

GREAT FALLS TRIBUNE (M/S)
(CWO&O)
PO Box 2468
Great Falls 59403
(406) 761-6666
Nat'l adv: T. Cordingley
Market: SMSA 260

HELENA INDEPENDENT RECORD (E/S)†
(Branham)
317 Allen St.
Helena 59601
(406) 442-7190
Nat'l adv: Fred L. Ranf

LIVINGSTON ENTERPRISE (E)†
(Landon)
Box 665
Livingston 59047
(406) 222-2000
Nat'l adv: Warren McQuay

MISSOULA MISSOULIAN (M/S)†
(Branham)
502 N. Higgins Ave.
Missoula 59807
(406) 721-5200
Nat'l adv: Pat Swartz

NEBRASKA

ALLIANCE TIMES HERALD (E)†
(Branham)
114 E. 4th
Alliance 69301
(308) 762-3060
Nat'l adv: Vonl Wattson

BEATRICE DAILY SUN (E)
(Branham)
PO Box 847
Beatrice 68310
(402) 223-5233
Nat'l adv: Calvin Pyle
Market: ADI 85

COLUMBUS TELEGRAM (E)
(Branham)
1254 27th Ave.
Columbus 68601
(402) 564-2741
Nat'l adv: Richard F. Toof
Market: ADI 85

FREMONT TRIBUNE (E)
(Gannett)
135 N. Main
Fremont 68025
(402) 721-5000
Nat'l adv: Rick Plahn
Market: ADI 65

GRAND ISLAND INDEPENDENT (E/S)
(Branham)
1st & Cedar Sts.
Grand Island 68801
(308) 382-1000
Nat'l adv: Todd Crittenden
Market: ADI 85

HASTINGS TRIBUNE (E)
(Branham)
908 W. 2nd St.
Hastings 68901
(402) 462-2131
Nat'l adv: Robert Hunter
Market: ADI 85

HOLDREGE DAILY CITIZEN (E)
(Branham)
418 Gafield
Holdrege 68949
(308) 995-4441
Nat'l adv: Barbara J. Penrod
Market: ADI 85

KEARNEY DAILY HUB (E)
(Branham)
13 E. 22nd St.
Kearney 68847
(308) 237-2152
Nat'l adv: Gale M. Leitner
Market: ADI 85

LINCOLN STAR (M)
LINCOLN EVENING JOURNAL (E)
LINCOLN JOURNAL & STAR (S)
(Sawyer-Ferguson-Walker)
926 "P" St.
Lincoln 68508
(402) 473-7447
Nat'l adv: Larry Young
Market: ADI 85/SMSA 169

McCOOK DAILY GAZETTE (E)
(Branham)
W. 1st & E Sts.
McCook 69001
(308) 345-4500
Nat'l adv: Ron Crowe
Market: ADI 85

NEBRASKA CITY NEWS PRESS (E/S)
(Branham)
123 S. 8th
Nebraska City 68410
(402) 873-3334
Nat'l adv: Ivan Beaumont
Market: ADI 65

NORFOLK NEWS (E)†
(Branham)
525 Norfolk Ave.
Norfolk 68701
(402) 371-1020
Nat'l adv: Kirk Clinkscales

NORTH PLATTE TELEGRAPH (E/S)†
(Branham)
315 E. 5th
North Platte 69101
(308) 532-6000
Nat'l adv: Gary Daily

OMAHA WORLD-HERALD (M/E/S)
(CWO&O)
World Herald Square
Omaha 68102
(402) 444-1000
Nat'l adv: Dale E. McCarney
Market: ADI 65/SMSA 68

SCOTTSBLUFF STAR HERALD (M/S)†
(Branham)
1405 Broadway
Scottsbluff 69361
(308) 632-0670
Nat'l adv: Don Watson

YORK NEWS-TIMES (E)
(Branham)
327 Platte Ave.
York 68467
(402) 362-4478
Nat'l adv: A. Hubert Foster
Market: ADI 85

NEVADA

CARSON CITY NEVADA APPEAL (E/S)†
(Western Dailies)
200 Bath St.
Carson City 89701
(702) 882-2111
Nat'l adv: Dale Wetenkamp

ELKO DAILY FREE PRESS (E)
(Branham)
PO Box 1330
Elko 89801
(702) 738-3118
Nat'l adv: Julie Churchfield
Market: ADI 46

ELY DAILY TIMES (E)
(Western Dailies)
655 Aultman, Box 1139
Ely 89301
(702) 289-4491
Nat'l adv: Kenneth D. Kliewer
Market: ADI 46

FALLON EAGLE-STANDARD (E)†
(American Newspaper Reps)
PO Box 1210
Fallon 89406
(702) 423-3101
Nat'l adv: S. Dee Baughman

LAS VEGAS REVIEW-JOURNAL (E/S)
(Western Dailies)
PO Box 70
Las Vegas 89101
(702) 385-4241
Nat'l adv: Trudy Patterson
Market: SMSA 99

LAS VEGAS SUN (M/S)
(Landon)
121 S. Highland Ave.
Las Vegas 89106
(702) 385-3111
Nat'l adv: Leslie Ramirez
Market: SMSA 99

RENO NEVADA STATE JOURNAL (M)
RENO EVENING GAZETTE (E)
RENO NEVADA STATE JOURNAL & GAZETTE (S)
(Gannett)
401 W. 2nd St.
Reno 89520
(702) 786-8989
Nat'l adv: Jack Collins
Market: SMSA 177

NEW HAMPSHIRE

CLAREMONT EAGLE TIMES (E/S)
(Landon)
19 Sullivan St.
Claremont 03743
(603) 542-5121
Nat'l adv: Terry Rousseau
Market: ADI 78

CONCORD MONITOR (E)
(Landon)
3 N. State St.
Concord 03301
(603) 224-5301
Nat'l adv: Loren Osborn
Market: ADI 6

DOVER FOSTER'S DAILY DEMOCRAT (E)
(Landon)
333 Central Ave.
Dover 03820
(603) 742-4455
Nat'l adv: Wayne F. Chick
Market: ADI 6

KEENE SENTINEL (E)
(Landon)
60 West St.
Keene 03431
(603) 352-1234
Nat'l adv: Len Hebert
Market: ADI 6

LACONIA EVENING CITIZEN (E)
(Landon)
PO Box 40
Laconia 03246
(603) 524-3800
Nat'l adv: Richard Buckman
Market: ADI 78

MANCHESTER UNION LEADER (A)
MANCHESTER NEW HAMPSHIRE SUNDAY NEWS (S)
(Sawyer-Ferguson-Walker)
35 Amherst St.
Manchester 03105
(603) 668-4321
Nat'l adv: Henry DeNies
Market: ADI 6/SMSA 142

NASHUA TELEGRAPH (E)
(Landon)
60 Main Street
Nashua 03061
(603) 882-2741
Nat'l adv: Walter McLaughlin
Market: ADI 6/SMSA 142

PORTSMOUTH HERALD (E)
(Thomson)
111 Maplewood Ave.
Portsmouth 03801
(603) 436-1800
Nat'l adv: H. L. Clark
Market: ADI 6/SMSA 6

NEW JERSEY

ASBURY PARK PRESS (E/S)
(Sawyer-Ferguson-Walker)
Press Plaza
Asbury Park 07712
(201) 774-7000
Nat'l adv: S. Russell Famulary
Market: ADI 1/SMSA 80

ATLANTIC CITY PRESS (M/S)
(Sawyer-Ferguson-Walker)
1900 Atlantic Ave.
Atlantic City 08226
(609) 345-1234
Nat'l adv: William Battista
Market: ADI 4/SMSA 154

BERGEN COUNTY (NJ) RECORD (E/S)
(Sawyer-Ferguson-Walker)
150 River St.
Hackensack 07602
(201) 646-4000
Nat'l adv: Jonathan A. Theophilakos
Market: ADI 1/SMSA 1

BRIDGETON EVENING NEWS (E)
(Landon)
100 E. Commerce St.
Bridgeton 08302
(609) 451-1000
Nat'l adv: Edwin J. Schofield
Market: ADI 4/SMSA 206

BRIDGEWATER COURIER NEWS (E)
(Gannett/Sawyer-Ferguson-Walker)
1201 Rte. 22
Bridgewater 08807
(201) 722-8800
Nat'l adv: Laura Boyer
Market: ADI 1/SMSA 16

CAMDEN COURIER-POST (E)
CAMDEN COURIER POST (S)
(Gannett)
Camden 08101
(609) 663-6000
Nat'l adv: Herman F. Trasmondi
Market: ADI 4/SMSA 4

DOVER ADVANCE (E)
DOVER SUNDAY ADVANCE (S)
(Drukker Newspapers)
PO Box 30
Dover 07801
(201) 347-5400
Nat'l adv: Vincent Mele
Market: ADI 1/SMSA 16

ELIZABETH DAILY JOURNAL (E)
(Landon)
295 N. Broad St.
Elizabeth 07207
(201) 354-5000
Nat'l adv: Kenneth Stark
Market: ADI 1/SMSA 16

JERSEY CITY JOURNAL (E)
(Newhouse Metro-Suburbia)
30 Journal Square
Jersey City 07306
(201) 653-1000
Nat'l adv: Alvin G. Schub
Market: ADI 1/SMSA 65

MILLVILLE DAILY (E)
(Landon)
22 E. Vine St.
Millville 08332
(609) 825-3456
Nat'l adv: R. Springsteen
Market: ADI 4/SMSA 206

MORRISTOWN DAILY RECORD (E/S)
(Landon)
55 Park Pl.
Morristown 07960
(201) 538-2000
Nat'l adv: Robert Rath
Market: ADI 1/SMSA 16

NEW BRUNSWICK HOME NEWS (E/S)
(Story & Kelly-Smith/Sawyer-Ferguson-Walker)
123 How Lane
New Brunswick 08903
(201) 246-5604
Nat'l adv: R. S. Kain
Market: ADI 1/SMSA 71

NEWARK STAR-LEDGER (M/S)
(Newhouse Metro-Suburbia)
Star Ledger Plaza
Newark 07101
(207) 877-4141
Nat'l adv: Walter Schwartz
Market: ADI 1/SMSA 16

NEWTON NEW JERSEY HERALD (E/S)
(Landon)
PO Box 10
Newton 07860
(201) 383-1500
Nat'l adv: Robert O. Cosgrove
Market: ADI 1

PASSAIC-CLIFTON HERALD-NEWS (E/S)
(Drukker Newspapers)
988 Main Ave.
Passaic 07055
(201) 365-3000
Nat'l adv: Lawrence Golczewski
Market: ADI 1/SMSA 84

PATERSON MORNING NEWS (M)
PATERSON EVENING NEWS (E)
(Landon)
News Plaza
Paterson 07509
(201) 274-2000
Nat'l adv: Richard Armani
Market: ADI 1/SMSA 84

PERTH AMBOY WOODBRIDGE NEWS-TRIBUNE (E)
(Sawyer-Ferguson-Walker)
1 Hoover Way
Woodbridge 07095
(201) 442-0400
Nat'l adv: John Burk, Jr.
Market: ADI 1/SMSA 71

RED BANK REGISTER (E/S)
(Landon)
Shrewsbury 07701
(201) 542-4000
Nat'l adv: John Famulary
Market: ADI 1/SMSA 80

TOMS RIVER OCEAN COUNTY TIMES-OBSERVER (M/S)
(Landon/USSPI)
8 Robbins St.
Toms River 08753
(201) 349-3000
Nat'l adv: Clint Withers
Market: ADI 1

TRENTON TIMES (E)
TRENTON SUNDAY TIMES ADVERTISER (S)
(Story & Kelly-Smith)
500 Perry St.
Trenton 08605
(609) 396-3232
Nat'l adv: Richard G. Smullen
Market: ADI 4/SMSA 113

TRENTON TRENTONIAN (M/S)
(Landon)
Trenton 08602
(609) 989-7800
Nat'l adv: James E. Keller
Market: ADI 4/SMSA 113

UNION CITY DISPATCH (M)
(Landon)
400 38th St.
Union City 07087
(201) 863-2000
Nat'l adv: Alan H. Freedman
Market: ADI 1/SMSA 65

VINELAND TIMES JOURNAL (E)
(Landon)
891 E. Oak Rd.
Vineland 08360
(609) 691-5000
Nat'l adv: Felix Scapellati
Market: ADI 4/SMSA 206

WILLINGBORO BURLINGTON COUNTY TIMES (E/S)
(Landon/Robert Hitchings)
Willingboro 08046
(609) 877-1600
Nat'l adv: Joseph A. Browne
Market: ADI 4/SMSA 4

WOODBURY GLOUCESTER COUNTY TIMES (E/S)
(Landon/Harte-Hanks)
Woodbury 08096
(609) 845-3300
Nat'l adv: Shannon Soltis
Market: ADI 4/SMSA 4

NEW MEXICO

ALBUQUERQUE JOURNAL (M/S)
ALBUQUERQUE TRIBUNE (E)
(Branham/Story & Kelly-Smith)
PO Drawer J-T
Albuquerque 87103
(505) 842-2300
Nat'l adv: George Ramczyk
Market: ADI 79/SMSA 97

FARMINGTON DAILY TIMES (E/S)†
(Branham)
201 N. Allen
Farmington 87401
(505) 325-4545
Nat'l adv: Betty Chamblee

GALLUP INDEPENDENT (E)
(Branham)
103 W. Aztec
Gallup 87301
(505) 863-6811
Nat'l adv: K. Dale Brown
Market: ADI 79

GRANTS DAILY BEACON (E)
P.O. Box 579
Grants 87020
(505) 287-4411
Nat'l adv: Mario C. Pizii
Market: ADI 79

HOBBS DAILY NEWS-SUN (E/S)†
P.O. Box 860
Hobbs 88240
(505) 393-2123
Nat'l adv: Charlene Lemmons

LAS CRUCES SUN-NEWS (E/S)†
(Branham)
256 W. Las Cruces Ave.
Las Cruces 88001
(505) 523-4581
Nat'l adv: Wayne Barnes

LAS VEGAS DAILY OPTIC (E)
(Texas Daily Press League)
Box 2607
Las Vegas 87701
(505) 425-6796
Nat'l adv: Hazel Hancock
Market: ADI 79

RATON DAILY RANGE (E)
(Landon)
208 S. 3rd
Raton 87740
(505) 445-2721
Nat'l adv: Beverly J. Oshel
Market: ADI 79

ROSWELL DAILY RECORD (E/S)†
(Texas Daily Press League)
PO Box 1897
Roswell 88201
(505) 622-7710
Nat'l adv: Mrs. Pete Haut

SANTA FE NEW MEXICAN (E/S)
(Gannett)
Box 2048
Santa Fe 87501
(505) 983-3303
Nat'l adv: Manuel Padilla
Market: ADI 79

NEW YORK

ADIRONDACK DAILY ENTERPRISE (E)
(Landon)
61 Broadway
Saranac Lake 12983
(518) 891-2600
Nat'l adv: Catherine Moore
Market: ADI 90

ALBANY TIMES UNION (M/S)
ALBANY KNICKERBOCKER NEWS (E)
(Hearst)
645 Albany-Shaker Rd.
Albany 12212
(518) 454-5680
Nat'l adv: Chris J. Cunningham, Jr.
Market: ADI 45/SMSA 47

AMSTERDAM RECORDER (E)
(Landon)
1 Venner Rd.
Amsterdam 12010
(518) 843-1100
Nat'l adv: Paul H. Hans
Market: ADI 45/SMSA 47

AUBURN CITIZEN (E/S)
(Landon)
Auburn 13021
(315) 253-5311
Nat'l adv: Anthony Panetta, Jr.
Market: ADI 63

BATAVIA DAILY NEWS (E)
(Landon)
2 Apollo Dr.
Batavia 14020
(716) 343-8000
Nat'l adv: Donald Carmichael
Market: ADI 28

BINGHAMTON SUN-BULLETIN (M)
BINGHAMTON PRESS (E/S)
(Gannett)
Vestal Parkway East
Binghamton 13902
(607) 798-1133
Nat'l adv: Thomas Higgins
Market: SMSA 117

BUFFALO COURIER-EXPRESS (M/S)
(CWO&O)
795 Main St.
Buffalo 14240
(716) 847-5531
Nat'l adv: Melvin F. Pauly
Market: ADI 28/SMSA 30

BUFFALO NEWS (E/S)
(Story & Kelly-Smith)
One News Plaza
Buffalo 14240
(716) 849-3409
Nat'l adv: Hugh G. Monaghan
Market: ADI 28/SMSA 30

CANANDAIGUA DAILY MESSENGER (E)
(Landon)
73 Buffalo St.
Canandaigua 14424
(716) 394-0770
Nat'l adv: Thomas Miller
Market: ADI 69

CATSKILL DAILY MAIL (E)
30 Church St.
Catskill 12414
(518) 943-2100
Nat'l adv: Barbara Craigie
Market: ADI 45

CORNING LEADER (E)†
(Landon)
Corning 14830
(607) 936-4651
Nat'l adv: Butler Taylor

CORTLAND STANDARD (E)
(Landon)
110 Main St.
Cortland 13045
(607) 756-5665
Nat'l adv: Edward J. Rounds
Market: ADI 63

DUNKIRK OBSERVER (E)
(Landon)
10 E. 2nd St.
Dunkirk 14048
(716) 366-3000
Nat'l adv: Karl Davis
Market: ADI 28

ELMIRA STAR-GAZETTE (A)
ELMIRA SUNDAY TELEGRAM (S)
(Gannett)
201 Baldwin St.
Elmira 14902
(607) 734-5151
Nat'l adv: Ralph Martin
Market: SMSA 246

GENEVA FINGER LAKES TIMES (E)
218 Genesee St.
Geneva 14456
(315) 789-3333
Nat'l adv: J. H. Ralston
Market: ADI 69/SMSA 39

GLENS FALLS POST-STAR (M)
(Landon)
Lawrence & Cooper Sts.
Glens Falls 12801
(518) 792-3131
Nat'l adv: William K. Tupper
Market: ADI 45

GLOVERSVILLE LEADER-HERALD (E)
(Landon)
8-10 E. Fulton St.
Gloversville 12078
(518) 725-8616
Nat'l adv: Lawrence Hadley
Market: ADI 45

HUDSON REGISTER-STAR (E)
(Landon)
366 Warren St.
Hudson 12534
(518) 828-7726
Nat'l adv: Frederick P. Andrews
Market: ADI 45

ITHACA JOURNAL (E)
(Gannett)
123 W. State St.
Ithaca 14850
(607) 272-2321
Nat'l adv: John Kirby
Market: ADI 63

JAMESTOWN POST-JOURNAL (E)
(Landon)
15 W. 2nd St.
Jamestown 14701
(716) 487-1111
Nat'l adv: Earl Peters
Market: ADI 28

KINGSTON FREEMAN (E/S)
(Landon)
Kingston 12401
(914) 331-5000
Nat'l adv: John Greklek
Market: ADI 1

LITTLE FALLS TIMES (E)
(Landon)
347 2nd St.
Little Falls 13365
(315) 823-3680
Nat'l adv: Mary Bacher
Market: SMSA 114

LOCKPORT UNION SUN & JOURNAL (E)
(Landon)
Lockport 14094
(716) 439-9246
Nat'l adv: Daniel M. Caswell
Market: ADI 28/SMSA 30

LONG ISLAND NEWSDAY (E/S)
Long Island 11747
(516) 454-2714
Nat'l adv: Robert Shelby
Market: ADI 1/SMSA 11

MAMARONECK DAILY TIMES (E/S)
(Gannett)
1 Gannet Dr.
White Plains 10604
(914) 694-9300
Nat'l adv: William D'Eletto
Market: ADI 1/SMSA 1

MEDINA DAILY JOURNAL-REGISTER (E)
(Landon)
409-13 Main St.
Medina 14103
(716) 798-1400
Nat'l adv: Lewis H. Waters
Market: ADI 28/SMSA 39

MIDDLETOWN TIMES HERALD-RECORD (M)
MIDDLETOWN SUNDAY RECORD (S)
(Branham)
40 Mulberry St.
Middletown 10940
(914) 343-2181
Nat'l adv: Laurence B. Tillis
Market: ADI 1

MT. VERNON ARGUS (E/S)
(Gannett)
1 Gannett Dr.
White Plains 10604
(914) 694-9300
Nat'l adv: William D'Eletto
Market: ADI 1/SMSA 1

NEW ROCHELLE STANDARD STAR (E/S)
(Gannett)
1 Gannett Dr.
White Plains 10604
(914) 694-9300
Nat'l adv: William D'Eletto
Market: ADI 1/SMSA 1

NEW YORK NEWS (M/S)
(New York News/Western States
Assoc./CWO&O)
220 E. 42nd St.
New York 10017
(212) 949-1234
Nat'l adv: Arthur Wible
Market: ADI 1/SMSA 1

NEW YORK POST (E)
(Branham)
210 South St.
New York 10002
(212) 349-5000
Nat'l adv: Lionel R. Saturn
Market: ADI 1/SMSA 1

NEW YORK TIMES (M/S)
(New York Times)
229 W. 43rd St.
New York 10036
(212) 556-1234
Nat'l adv: Rich Stockton
Market: ADI 1/SMSA 1

NEWBURGH NEWS (E/S)
(Thomson)
P.O. Box 871
Newburgh 12550
(914) 561-3000
Nat'l adv: George Van Wagner
Market: ADI 1

NIAGARA FALLS GAZETTE (E/S)
310 LaSalle Arterial
Niagara Falls 14303
(716) 282-2311
Nat'l adv: Paul Hurlbut
Market: ADI 28/SMSA 30

OLEAN TIMES HERALD (E)
(Landon)
639 Norton Dr.
Olean 14760
(716) 372-3121
Nat'l adv: C. Chris Henzel
Market: ADI 28

ONEIDA DAILY DISPATCH (E)
(Landon)
130 Broad St.
Oneida 13421
(315) 363-5100
Nat'l adv: Robert Cross
Market: ADI 63/SMSA 61

ONEONTA DAILY STAR (M)†
(Branham)
102 Chestnut St.
Oneonta 13820
(607) 432-1000
Nat'l adv: James Vitale

OSSINING CITIZEN REGISTER (E/S)
(Gannett)
1 Gannett Dr.
White Plains 10604
(914) 694-9300
Nat'l adv: William D'Eletto
Market: ADI 1/SMSA 1

OSWEGO PALLADIUM-TIMES (E)
(Thomson)
140 West First St.
Oswego 13126
(315) 343-3800
Nat'l adv: Frank R. Lockwood
Market: ADI 63/SMSA 61

PEEKSKILL STAR (E/S)
(Gannett)
824 Main St.
Peekskill 10566
(914) 737-1200
Nat'l adv: William D'Eletto
Market: ADI 1/SMSA 1

PLATTSBURGH PRESS-REPUBLICAN (M)
(Branham)
170 Margaret St.
Plattsburgh 12901
(518) 561-2300
Nat'l adv: William Lundquest
Market: ADI 90

PORT CHESTER ITEM (E/S)
(Gannett)
1 Gannett Dr.
White Plains 10604
(914) 694-9300
Nat'l adv: William D'Eletto
Market: ADI 1/SMSA 1

PORT JERVIS UNION-GAZETTE (E)
(Branham)
84-88 Fowler St.
Port Jervis 12771
(914) 856-5383
Nat'l adv: Michael J. Kowal
Market: ADI 1

POUGHKEEPSIE JOURNAL (E/S)
(Gannett)
85 Civic Center Plaza
Poughkeepsie 12602
(914) 454-2000
Nat'l adv: Diane C. Scott
Market: ADI 1/SMSA 155

ROCHESTER DEMOCRAT & CHRONICLE (M/S)
ROCHESTER TIMES-UNION (E)
(Gannett)
55 Exchange St.
Rochester 14614
(716) 232-7100
Nat'l adv: Robert Cornell
Market: ADI 69/SMSA 39

ROCKLAND JOURNAL NEWS (E/S)
(Gannett)
1 Gannett Dr.
White Plains 10604
(914) 694-9300
Nat'l adv: William D'Eletto
Market: ADI 1/SMSA 1

ROME SENTINEL (E/S)
333 W. Dominick St.
Rome 13440
(315) 337-4000
Nat'l adv: Joseph W. Blauvett
Market: SMSA 114

SARATOGA SPRINGS SARATOGIAN (E/S)
(Gannett)
20 Lake Ave.
Saratoga Springs 12366
(518) 584-4242
Nat'l adv: Bruce D. Budnik
Market: ADI 45/SMSA 47

SCHENECTADY GAZETTE (M)
(CWO&O)
332 State St.
Schenectady 12301
(518) 374-4141
Nat'l adv: M. G. Mike Moran
Market: ADI 45/SMSA 47

STATEN ISLAND ADVANCE (E/S)
(Newhouse Metro-Suburbia)
950 Fingerboard Rd.
Staten Island 10314
(212) 981-1234
Nat'l adv: Gary V. Cognetia
Market: ADI 1/SMSA 1

SYRACUSE POST STANDARD (M)
SYRACUSE HERALD-JOURNAL (E)
SYRACUSE HERALD AMERICAN/POST STANDARD (S)
(Newhouse Metro-Suburbia)
PO Box 4915
Syracuse 13221
(315) 473-7700
Nat'l adv: David Kaczorowski
Market: ADI 63/SMSA 61

TARRYTOWN DAILY NEWS (E/S)
(Gannett)
1 Gannett Dr.
White Plains 10604
(914) 694-9300
Nat'l adv: William D'Eletto
Market: ADI 1/SMSA 1

TONAWANDA NEWS (E)
(Landon/USSPI)
435 River Road
North Tonawanda 14120
(716) 693-1000
Nat'l adv: Robert Lindbeck
Market: ADI 28/SMSA 30

TROY TIMES RECORD (E)
TROY SUNDAY RECORD (S)
501 Broadway
Troy 12181
(518) 272-2000
Nat'l adv: William McDonough
Market: ADI 45/SMSA 47

UTICA PRESS (M)
UTICA OBSERVER DISPATCH (E/S)
(Gannett)
221 Oriskany Plaza
Utica 13503
(315) 792-5000
Nat'l adv: Louis Barsony
Market: SMSA 114

WATERTOWN DAILY TIMES (E)†
(CWO&O)
260 Washington St.
Watertown 13601
(315) 782-1000
Nat'l adv: Donald E. Baker

WESTCHESTER-ROCKLAND NEWSPAPERS (M/E/S)
(Gannett)
1 Gannett Dr.
White Plains 10604
(914) 694-9300
Nat'l adv: William D'Eletto

WESTCHESTER TODAY (M)
(Gannett)
1 Gannett Dr.
White Plains 10604
(914) 694-9300
Nat'l adv: William D'Eletto
Market: ADI 1/SMSA 1

WHITE PLAINS REPORTER DISPATCH (E/S)
(Gannett)
1 Gannett Dr.
White Plains 10604
(914) 694-9300
Nat'l adv: William D'Eletto
Market: ADI 1/SMSA 1

YONKERS HERALD STATESMAN (E/S)
(Gannett)
1 Gannett Dr.
White Plains 10604
(914) 694-9300
Nat'l adv: William D'Eletto
Market: ADI 1/SMSA 1

NORTH CAROLINA

ASHEBORO COURIER-TRIBUNE (E/S)
(Landon)
Asheboro 27203
(919) 625-2102
Nat'l adv: Robert E. Dalton
Market: ADI 54/SMSA 50

ASHEVILLE CITIZEN (M)
ASHEVILLE TIMES (E)
ASHEVILLE CITIZEN-TIMES (S)
(Sawyer-Ferguson-Walker)
PO Box 2090
Asheville 28802
(704) 252-5611
Nat'l adv: Virginia J. Burch
Market: ADI 37/SMSA 178

BURLINGTON TIMES-NEWS (E/S)
(Landon/Sawyer-Ferguson-Walker)
Burlington 27215
(919) 227-0131
Nat'l adv: David R. Sharp
Market: ADI 54/SMSA 244

CHAPEL HILL NEWSPAPER (E/S)
(Landon)
PO Box 870
Chapel Hill 27514
(919) 967-7045
Nat'l adv: William C. McDonald
Market: ADI 44/SMSA 79

CHARLOTTE OBSERVER (M/S)
CHARLOTTE NEWS (E)
(Knight-Ridder)
PO Box 2138
Charlotte 28201
(704) 374-7087
Nat'l adv: Claude Lathrop
Market: ADI 35/SMSA 67

CLINTON SAMPSON INDEPENDENT (E)
303 Elizabeth St.
Clinton 28328
(919) 592-8295
Nat'l adv: Gayle J. Gaither
Market: ADI 44

CONCORD TRIBUNE (E/S)
(Landon)
125 Union St.
Concord 28025
(704) 782-3155
Nat'l adv: Steve Tuttle
Market: ADI 35

DURHAM MORNING HERALD (M/S)
DURHAM SUN (E)
(Branham)
115 Market St.
Durham 27702
(919) 682-8181
Nat'l adv: Mack McCormick
Market: ADI 44/SMSA 79

ELIZABETH CITY DAILY ADVANCE (E/S)
(Landon)
216 S. Poindexter St.
Elizabeth City 27909
(919) 335-0841
Nat'l adv: James E. Wilkins, Jr.
Market: ADI 50

FAYETTEVILLE TIMES (M)
FAYETTEVILLE OBSERVER (E)
FAYETTEVILLE OBSERVER/TIMES (S)
(Landon)
PO Box 849
Fayetteville 28301
(919) 323-4848
Nat'l adv: Richard Fox
Market: ADI 44/SMSA 173

GASTONIA GAZETTE (E/S)
(Landon)
Gastonia 28052
(704) 864-3293
Nat'l adv: Earl K. Brackett
Market: ADI 35/SMSA 67

GOLDSBORO NEWS-ARGUS (E/S)
(General Advertising Service)
P.O. Box 10629
Goldsboro 27532
(919) 778-2211
Nat'l adv: Lois Capps
Market: ADI 44

GREENSBORO DAILY NEWS (M/S)
GREENSBORO DAILY RECORD (E)
(Branham)
200 E. Market St.
Greensboro 27420
(919) 373-1000
Nat'l adv: Richard F. Spears
Market: ADI 54/SMSA 50

GREENVILLE REFLECTOR (E/S)
(General Advertising Service)
Box 1967
Greenville 27834
(919) 752-6166
Nat'l adv: Ann Moore
Market: ADI 94

HENDERSON DAILY DISPATCH (E)
(Landon)
304 S. Chestnut St.
Henderson 27536
(919) 492-4001
Nat'l adv: W. D. Tharrington
Market: ADI 44

HENDERSONVILLE TIMES-NEWS (E)
(Landon)
Hendersonville 28739
(704) 692-0505
Nat'l adv: Tony D. Manuel
Market: ADI 37

HICKORY RECORD (E)
(Landon)
Hickory 28601
(704) 322-4510
Nat'l adv: L. C. Gifford
Market: ADI 35

HIGH POINT ENTERPRISE (E)
HIGH POINT SUNDAY ENTERPRISE (S)
(Landon/Sawyer-Ferguson-Walker)
210 Church Ave.
High Point 27261
(919) 885-2161
Nat'l adv: Lane Oldham
Market: ADI 54/SMSA 50

JACKSONVILLE DAILY NEWS (E)
(Landon)
PO Box B
Jacksonville 28540
(919) 353-1171
Nat'l adv: Bobby Taylor
Market: ADI 94

KANNAPOLIS DAILY INDEPENDENT (E/S)
(Landon)
PO Box 147
Kannapolis 28081
(704) 933-2181
Nat'l adv: Jo Sherrill
Market: ADI 35

KINSTON FREE PRESS (E/S)
(Landon)
2103 Queen St.
Kinston 28501
(919) 527-3191
Nat'l adv: Sharon Alphin
Market: ADI 94

LENOIR NEWS-TOPIC (E)
PO Box 1110
Lenoir 28645
(704) 758-7381
Nat'l adv: James L. Clark
Market: ADI 35

LEXINGTON DISPATCH (E)
(Landon/Sawyer-Ferguson-Walker)
Lexington 27292
(704) 249-3981
Nat'l adv: David O. Roberts
Market: ADI 54/SMSA 50

LUMBERTON ROBESONIAN (E/S)†
(Landon)
121 W. 5th St.
Lumberton 28358
(919) 739-4322
Nat'l adv: Billy M. Lewis

MONROE ENQUIRER-JOURNAL (E)
(Landon)
500 W. Jefferson
Monroe 28110
(704) 289-1541
Nat'l adv: Skipper Watwood
Market: ADI 35/SMSA 67

MORGANTON NEWS-HERALD (E)
(Landon)
Morganton 28655
(704) 437-2161
Nat'l adv: Nat Gillian
Market: ADI 35

NEW BERN SUN-JOURNAL (E)
(Landon)
PO Box 1149
New Bern 28560
(919) 638-8101
Nat'l adv: George H. Hall
Market: ADI 94

NEWTON OBSERVER-NEWS-ENTERPRISE (E)
307 N. College Ave.
Newton 28658
(704) 464-0221
Nat'l adv: Robert F. Lancaster
Market: ADI 35

RALEIGH NEWS & OBSERVER (M)
RALEIGH TIMES (E)
RALEIGH NEWS & OBSERVER/RALEIGH TIMES (S)
(Branham)
215 S. McDowell St.
Raleigh 27602
(919) 821-1234
Nat'l adv: James B. Clark
Market: ADI 44/SMSA 79

REIDSVILLE REVIEW (E)
(Landon)
P.O. Box 2157
Reidsville 27320
(919) 349-4331
Nat'l adv: Mike DeLapp
Market: ADI 54

RICHMOND COUNTY DAILY JOURNAL (E)
(Landon)
105 Washington St.
Rockingham 28379
(919) 997-3111
Nat'l adv: W. T. Walls
Market: ADI 35

ROANOKE RAPIDS HERALD (E/S)
916 Roanoke Ave.
Roanoke Rapids 27870
(919) 537-2505
Nat'l adv: Kyle A. Cox
Market: ADI 94

ROCKY MOUNT TELEGRAM (E/S)
PO Box 1080
Rocky Mount 27801
(919) 446-5161
Nat'l adv: Millie Scarbell
Market: ADI 44

SALISBURY POST (E/S)
(Landon)
131 W. Innes St.
Salisbury 28144
(704) 636-4231
Nat'l adv: Don Stiller
Market: ADI 35

SANFORD DAILY HERALD (E)
208 St. Clair Court
Sanford 27330
(919) 776-0536
Nat'l adv: Norman L. Branch
Market: ADI 44

SHELBY STAR (E)
(Landon)
Shelby 28150
(704) 482-3811
Nat'l adv: Rick Sherrill
Market: ADI 35

STATESVILLE RECORD & LANDMARK (E)
(Landon)
PO Box 1071
Statesville 28677
(704) 873-1451
Nat'l adv: John Kiser
Market: ADI 35

THOMASVILLE TIMES (M)
(Landon/Sawyer-Ferguson-Walker)
210 Church Ave.
High Point 27261
(919) 885-2161
Nat'l adv: Lane Oldham
Market: ADI 54/SMSA 50

WASHINGTON NEWS (E)
(Landon)
Washington 27889
(919) 946
Nat'l adv: Marvin Pike
Market: ADI 94

WILMINGTON MORNING STAR (M)
WILMINGTON SUNDAY STAR-NEWS (S)
(Branham)
PO Box 840
Wilmington 28401
(919) 343-2000
Nat'l adv: Thurman Sallade
Market: SMSA 202

WILSON TIMES (E)
(Landon)
117 N. Goldsboro St.
Wilson 27893
(919) 243-5151
Nat'l adv: Paul Liles
Market: ADI 44

WINSTON-SALEM JOURNAL (M/S)
WINSTON-SALEM SENTINEL (E)
(Sawyer-Ferguson-Walker)
PO Box 3159
Winston-Salem 27030
(919) 727-7397
Nat'l adv: Richard Hickman
Market: ADI 54/SMSA 50

NORTH DAKOTA

BISMARCK TRIBUNE (E)
(Branham)
PO Box 1498
Bismarck 58501
(701) 223-2500
Nat'l adv: Jim Hewitson
Market: SMSA 266

FARGO-MOORHEAD FORUM (A/S)
(Story & Kelly-Smith)
101 5th St. N
Fargo 58102
(701) 235-7311
Nat'l adv: Ward Thorne
Market: SMSA 218

GRAND FORKS HERALD (E/S)
(Knight-Ridder)
114-120 North 4th Street
Grand Forks 58201
(701) 775-4211
Nat'l adv: Don Tuff
Market: SMSA 248

JAMESTOWN SUN (E)†
(Landon/Northwest Dailies)
Box 1421
Jamestown 58401
(701) 252-3120
Nat'l adv: Gordon Hansen

MINOT DAILY NEWS (E)†
(Branham)
301-04 4th St. SE
Minot 58701
(701) 852-3341
Nat'l adv: R. C. Dobson

OHIO

AKRON BEACON JOURNAL (E/S)
(Knight-Ridder)
PO Box 671
Akron 44328
(216) 375-8571
Nat'l adv: James Farrell
Market: ADI 9/SMSA 60

ALLIANCE REVIEW (E)
(Landon)
40 S. Linden
Alliance 44601
(216) 821-1200
Nat'l adv: Adrienne Mills
Market: ADI 9/SMSA 94

ASHLAND TIMES-GAZETTE (E)
(Landon)
Ashland 44805
(419) 323-1581
Nat'l adv: Dale Brubaker
Market: ADI 9

ASHTABULA STAR-BEACON (E)
(Landon)
Ashtabula 44004
(216) 998-2323
Nat'l adv: Ronald A. Mason
Market: ADI 9

ATHENS MESSENGER (E/S)
Route 33 & Johnson Rd.
Athens 45701
(614) 592-6612
Nat'l adv: Fred Bolles
Market: ADI 42

BELLEFONTAINE EXAMINER (E)
(Landon)
127 E. Chillicothe Ave.
Bellefontaine 43311
(513) 592-3060
Nat'l adv: Anne Baker
Market: ADI 32

BELLEVUE GAZETTE (E)
(Ohio Newspaper Service/American Newspaper Reps)
107 N. Sandusky St.
Bellevue 44811
(419) 483-4190
Nat'l adv: Elisa Florez
Market: ADI 9

BOWLING GREEN SENTINEL-TRIBUNE (E)
(American Newspaper Reps)
P.O. Box 88
Bowling Green 43402
(419) 352-4611
Nat'l adv: Mr. Robert Reider
Market: ADI 59/SMSA 51

BRYAN TIMES (E)
(Landon)
127 S. Walnut St.
Bryan 43506
(419) 636-1111
Nat'l adv: Theresa Skiles
Market: ADI 59

BUCYRUS TELEGRAPH-FORUM (E)
(Landon)
119 W. Rensselaer St.
Bucyrus 44820
(419) 562-3333
Nat'l adv: E. Gail Cochran
Market: ADI 32

CAMBRIDGE DAILY JEFFERSONIAN (E)†
(Landon)
821 Wheeling Ave.
Cambridge 43725
(614) 439-3531
Nat'l adv: J. Paul Anderson

CANTON REPOSITORY (E/S)
(CWO&O)
500 Market Ave. So.
Canton 44702
(216) 454-5611
Nat'l adv: Richard J. Paumier
Market: ADI 9/SMSA 94

CHILLICOTHE GAZETTE (E)
(Gannett)
50 W. Main St.
Chillicothe 45601
(614) 773-2111
Nat'l adv: Charles W. Knoles
Market: ADI 32

CINCINNATI ENQUIRER (M/S)
(Gannett)
617 Vine St.
Cincinnati 45202
(513) 721-2700
Nat'l adv: Karl Hauck
Market: ADI 25/SMSA 26

CINCINNATI POST (E)
(Gannett)
800 Broadway
Cincinnati 45202
(513) 352-2891
Nat'l adv: Thomas R. Gormley
Market: ADI 25/SMSA 26

CIRCLEVILLE HERALD (E)
(Ohio Newspaper Service)
PO Box 498
Circleville 43113
(614) 474-3131
Nat'l adv: Thomas W. Purcell
Market: ADI 32/SMSA 35

CLEVELAND PLAIN DEALER (M/S)
(Newhouse Metro-Suburbia)
1801 Superior Ave.
Cleveland 44114
(216) 523-4165
Nat'l adv: Neill Van Deventer
Market: ADI 9/SMSA 17

CLEVELAND PRESS (E)
(Story & Kelly-Smith)
901 Lakeside Ave.
Cleveland 44114
(216) 623-6576
Nat'l adv: William Weldon
Market: ADI 9/SMSA 17

COLUMBUS CITIZEN-JOURNAL (M)
COLUMBUS DISPATCH (E/S)
(CWO&O)
34 S. Third St.
Columbus 43216
(614) 461-5540
Nat'l adv: Leonard Zane
Market: ADI 32/SMSA 35

COSHOCTON TRIBUNE (E/S)
(Thomson)
115 N. Sixth St.
Coshocton 43812
(614) 622-1122
Nat'l adv: Joe Ely
Market: ADI 9

DAYTON JOURNAL HERALD (M)
(Sawyer-Ferguson-Walker)
4th & Ludlow St.
Dayton 45401
(513) 323-3737
Nat'l adv: Kenneth Tinderholm
Market: ADI 47/SMSA 45

DAYTON NEWS (E/S)
(Sawyer-Ferguson-Walker)
4th & Ludlow Sts.
Dayton 45401
(513) 225-2085
Nat'l adv: Kenneth Tinderholm
Market: ADI 47/SMSA 45

DEFIANCE CRESCENT-NEWS (E)
(Landon)
PO Box 249
Defiance 43512
(419) 784-5441
Nat'l adv: Alvin J. Geitgey
Market: ADI 59

DELAWARE GAZETTE (E)
(Ohio Newspaper Service)
18 E. William St.
Delaware 43015
(614) 363-1161
Nat'l adv: Joanne Wilkinson
Market: ADI 32/SMSA 35

DELPHOS DAILY HERALD (E)
(American Newspaper Reps)
405 N. Main St.
Delphos 45833
(419) 692-5050
Nat'l adv: Robert Gillespie
Market: SMSA 161

DOVER TIMES-REPORTER (E)
(Branham)
PO Box 667
New Philadelphia 44663
(216) 364-5577
Nat'l adv: Bill Stein
Market: ADI 9

EAST LIVERPOOL REVIEW (E)
(Thomson)
210 E. 4th St.
East Liverpool 43920
(216) 385-4545
Nat'l adv: Melvin Adkins
Market: ADI 80

ELYRIA CHRONICLE-TELEGRAM (E/S)
(Landon)
225 E. Ave.
Elyria 44035
(216) 323-3321
Nat'l adv: Jack E. Weaver
Market: ADI 9/SMSA 145

FAIRBORN DAILY HERALD (E)
(USSPI)
One Herald Square
Fairborn 45324
(513) 878-3993
Nat'l adv: Charles R. Bonkofsky
Market: ADI 47/SMSA 45

FINDLAY COURIER (M)
(Landon)
Findlay 45840
(419) 422-5151
Nat'l adv: C. Dean Kieffer
Market: ADI 59

FREMONT NEWS-MESSENGER (E)
(Gannett)
107 S. Arch St.
Fremont 43420
(419) 332-5511
Nat'l adv: Randy Chapman
Market: ADI 59

GALION INQUIRER (E)
(Ohio Newspaper Service)
378 N. Market St.
Galion 44833
(419) 468-3233
Nat'l adv: Richard E. Gonnella
Market: ADI 32

GALLIPOLIS DAILY TRIBUNE (E)
GALLIPOLIS TIMES SENTINEL (S)
(Landon)
825 3rd Ave.
Gallipolis 45631
(614) 446-2342
Nat'l adv: Larry Boyer
Market: ADI 42

GREENVILLE DAILY ADVOCATE (E)
(Thomson)
PO Box 220
Greenville 45331
(513) 548-3151
Nat'l adv: Leroy C. Kelley
Market: ADI 47

HAMILTON JOURNAL-NEWS (E/S)
(Branham)
PO Box 298
Hamilton 45012
(513) 863-8200
Nat'l adv: Barry Merill
Market: ADI 25/SMSA 146

IRONTON TRIBUNE (E/S)
2903 S. Fifth St.
Ironton 45638
(614) 532-1441
Nat'l adv: Curt Dowling
Market: ADI 42/SMSA 119

KENT-RAVENNA RECORD-COURIER (E)
(Landon)
126 N. Chestnut St.
Ravenna 44266
(216) 296-9657
Nat'l adv: Dick Bell
Market: ADI 9/SMSA 60

KENTON TIMES (E)
(American Newspaper Reps)
201 E. Columbus
Kenton 43326
(419) 674-4066
Nat'l adv: Jeff Barnes
Market: ADI 59

LANCASTER EAGLE-GAZETTE (E)
(Thomson)
Box 848
Lancaster 43130
(614) 654-1321
Nat'l adv: Ms. Mickey Henry
Market: ADI 32/SMSA 35

LIMA NEWS (E/S)
(CWO&O)
121 E. High St.
Lima 45802
(419) 223-1010
Nat'l adv: Gus Stroube
Market: SMSA 161

LORAIN JOURNAL (E/S)
(Branham)
1657 Broadway
Lorain 44052
(216) 245-6901
Nat'l adv: William H. Farley
Market: ADI 9/SMSA 145

MADISON PRESS (E)
(American Newspaper Reps/Ohio Newspaper Service)
30 S. Oak St.
London 43140
(614) 852-1616
Nat'l adv: Donald Hartley
Market: ADI 32/SMSA 35

MANSFIELD NEWS JOURNAL (E/S)
(Branham)
70 W. 4th St.
Mansfield 44903
(419) 522-3311
Nat'l adv: Orville Kemper
Market: ADI 9/SMSA 217

MARIETTA TIMES (E)
(Gannett)
700 Channel Lane
Marietta 45750
(614) 373-2121
Nat'l adv: Roger W. Reynolds
Market: ADI 42/SMSA 192

MARION STAR (E/S)
(Thomson)
150 Court St.
Marion 43302
(614) 387-0400
Nat'l adv: Harry Z. Pappas
Market: ADI 32

MARTINS FERRY TIMES-LEADER (E/S)
(Landon)
200 S. 4th St.
Martins Ferry 43935
(614) 633-1131
Nat'l adv: Neal Altland
Market: SMSA 171

MARYSVILLE JOURNAL-TRIBUNE (E)
(American Newspaper Reps/Ohio Newspaper Service)
207-211 N. Main St.
Marysville 43040
(513) 642-2015
Nat'l adv: David G. Behrens
Market: ADI 32

MASSILLON INDEPENDENT (E)
(Landon)
Massillon 44646
(216) 833-2631
Nat'l adv: James C. Carbetta
Market: ADI 9/SMSA 94

MEDINA COUNTY GAZETTE (E)
(Landon)
885 W. Liberty St.
Medina 44256
(216) 725-4166
Nat'l adv: Norman Rockwell
Market: ADI 9/SMSA 17

MIDDLETOWN JOURNAL (E/S)
(Landon)
Middletown 45042
(513) 422-3611
Nat'l adv: Walling Gray
Market: ADI 25/SMSA 146

MOUNT VERNON NEWS (E)
(Landon)
Mount Vernon 43050
(614) 397-5333
Nat'l adv: Henry Balsley
Market: ADI 32

NAPOLEON NORTHWEST-SIGNAL (E)
(Landon)
424 East Riverview
Napoleon 43545
(419) 592-5055
Nat'l adv: William J. Cahill
Market: ADI 59

NEWARK ADVOCATE (E)
(Thomson)
25 West Main
Newark 43055
(614) 345-4053
Nat'l adv: David L. Lehman
Market: ADI 32

NILES DAILY TIMES (E)
(American Newspaper Reps/Ohio Newspaper Service)
35 W. State St.
Niles 44446
(216) 652-5841
Nat'l adv: Nancy Edmunson
Market: ADI 80/SMSA 74

NORWALK REFLECTOR (E)
61 E. Monroe St.
Norwalk 44857
(419) 668-3771
Nat'l adv: Richard Mumford
Market: ADI 9

PAINESVILLE SUNDAY PAPER (S)
(Landon)
PO Box 269
Painesville 44077
(216) 354-4333
Nat'l adv: Nanette Wittine
Market: ADI 9/SMSA 17

PAINESVILLE TELEGRAPH (E)
(Landon)
PO Box 269
Painesville 44077
(216) 354-4333
Nat'l adv: Nanette Wittine
Market: ADI 9/SMSA 17

PIQUA DAILY CALL (E)
(Thomson)
Spring & Ash
Piqua 45356
(513) 773-2721
Nat'l adv: Ralph J. Martin
Market: ADI 47/SMSA 45

PORT CLINTON NEWS HERALD (E)
115 W. 2nd St.
Port Clinton 43452
(419) 734-3141
Nat'l adv: Randy Chapman
Market: ADI 59/SMSA 51

PORTSMOUTH TIMES (E)
(Thomson)
637 6th St.
Portsmouth 45662
(614) 353-3101
Nat'l adv: William Warnock
Market: ADI 42

SALEM NEWS (E)
(Thomson)
161 North Lincoln Ave.
Salem 44460
(216) 332-4601
Nat'l adv: Patrick Taylor
Market: ADI 80

SANDUSKY REGISTER (E/S)
(Landon)
314 W. Market St.
Sandusky 44870
(419) 625-5500
Nat'l adv: Mack S. Rau
Market: ADI 9

SHELBY DAILY GLOBE (E)
(Landon)
37 W. Main
Shelby 44875
(419) 342-4276
Nat'l adv: Wayne M. Carleton
Market: ADI 9/SMSA 217

SIDNEY NEWS (E)
(Landon)
Sidney 45365
(513) 492-4141
Nat'l adv: James Haying
Market: ADI 47

SPRINGFIELD SUN (M)
SPRINGFIELD NEWS (E)
SPRINGFIELD NEWS SUN (S)
(Sawyer-Ferguson-Walker)
202 N. Limestone St.
Springfield 45501
(513) 323-3731
Nat'l adv: Kenneth Tinderholm
Market: ADI 47/SMSA 176

STEUBENVILLE HERALD-STAR (E/S)
(Thomson)
401 Herald Square
Steubenville 43952
(614) 283-4711
Nat'l adv: George Hales
Market: SMSA 188

TIFFIN ADVERTISER-TRIBUNE (E)
320 Nelson St.
Tiffin 44883
(419) 447-4455
Nat'l adv: John Sherer
Market: ADI 59

TOLEDO BLADE (E/S)
541 Superior St.
Toledo 43660
(419) 259-7370
Nat'l adv: Les Roby
Market: ADI 59/SMSA 51

TROY NEWS (E)
TROY MIAMI VALLEY SUN NEWS (S)
224 S. Market St.
Troy 45373
(513) 335-5634
Nat'l adv: Tom Thokey
Market: ADI 47/SMSA 45

UPPER SANDUSKY DAILY CHIEF-UNION (E)
(American Newspaper Reps)
111 W. Wyandot Ave.
Upper Sandusky 43351
(419) 294-2332
Nat'l adv: Tom Martin
Market: ADI 59

WARREN TRIBUNE CHRONICLE (E/S)
(Landon)
240 Franklin St. SE
Warren 44482
(216) 393-2521
Nat'l adv: Richard M. Sekella
Market: ADI 80/SMSA 74

WASHINGTON RECORD HERALD (E)
(American Newspaper Reps)
138 S. Fayette St.
Washington Court House
(614) 335-3611
Nat'l adv: Bill Metais
Market: ADI 32

WILLOUGHBY LAKE COUNTY NEWS-HERALD (E/S)
(Branham)
38879 Mentor Ave.
Willoughby 44094
(216) 951-0000
Nat'l adv: Gary Oliver
Market: ADI 9/SMSA 17

WILMINGTON NEWS-JOURNAL (E)
(Ohio Newspaper Service)
47 S. South St.
Wilmington 45177
(513) 382-2574
Nat'l adv: Gene Hook
Market: ADI 47

WOOSTER RECORD (E)
(Landon)
Wooster 44691
(216) 264-1125
Nat'l adv: Don E. Lance
Market: ADI 9

XENIA GAZETTE (E)
(Landon/Thomson)
Xenia 45385
(513) 372-4444
Nat'l adv: James D. McGraw
Market: ADI 47/SMSA 45

YOUNGSTOWN VINDICATOR (E/S)
(Story & Kelly-Smith)
Vindicator Square
Youngstown 44501
(216) 747-1471
Nat'l adv: Charles Metzger
Market: ADI 80/SMSA 74

ZANESVILLE TIMES RECORDER (M/S)†
(Thomson)
34 S. 4th St.
Zanesville 43701
(614) 452-4561
Nat'l adv: William R. Powell

OKLAHOMA

BARTLESVILLE EXAMINER-ENTERPRISE (E/S)
(Southwest Dailies)
PO Box 1278
Bartlesville 74003
(918) 336-1600
Nat'l adv: Russell F. Porter
Market: ADI 52

BLACKWELL JOURNAL-TRIBUNE (E/S)
(Southwest Dailies)
PO Box 760
Blackwell 74631
(405) 363-3370
Nat'l adv: Dayle E. McGaha
Market: ADI 38

CHICKASHA EXPRESS (E/S)
(Southwest Dailies)
302 N. 3rd St.
Chickasha 73018
(405) 224-2600
Nat'l adv: Charles Drew
Market: ADI 38

CLINTON DAILY NEWS (E/S)
522 Avant
Clinton 73601
(405) 323-5151
Nat'l adv: Stan Wilson
Market: ADI 38

DUNCAN BANNER (E/S)†
(Southwest Dailies)
PO Box 1268
Duncan 73533
(405) 255-5354
Nat'l adv: Carl Bowers

EDMOND EVENING SUN (E)
(USSPI)
123 South Broadway
Edmond 73034
(405) 341-2121
Nat'l adv: Jerry R. Czuchno
Market: ADI 38/SMSA 44

ENID NEWS (M/S)
ENID EAGLE (E)
(Southwest Dailies)
Box 1192
Enid 73701
(405) 233-6600
Nat'l adv: L. M. Belcher, Jr.
Market: ADI 38

GUTHRIE LEADER (E/S)
(Southwest Dailies)
107 W. Harrison
Guthrie 73044
(405) 282-2222
Nat'l adv: Dale Himes
Market: ADI 38

LAWTON PRESS (M)
LAWTON CONSTITUTION (E)
LAWTON CONSTITUTION-PRESS (S)
(Southwest Dailies)
3rd & A Ave.
Lawton 73501
(405) 353-0620
Nat'l adv: Bill Sullivan
Market: SMSA 249

MCALESTER NEWS-CAPITAL & DEMOCRAT (E/S)
(Southwest Dailies)
PO Box 987
McAlester 74501
(918) 423-1700
Nat'l adv: Mary Shoup
Market: ADI 52

MUSKOGEE PHOENIX & TIMES DEMOCRAT (M/S)
(Gannett)
214 Wall St.
Muskogee 74401
(918) 682-3311
Nat'l adv: Michael Lind
Market: ADI 52

NORMAN TRANSCRIPT (E/S)
(Landon)
PO Box 1058
Norman 73070
(405) 321-1800
Nat'l adv: Robert R. Haraway
Market: ADI 38/SMSA 44

OKLAHOMA CITY OKLAHOMAN (M/S)
OKLAHOMA CITY TIMES (E)
(Sawyer-Ferguson-Walker)
P.O. Box 25125
Oklahoma City 73125
(405) 231-3576
Nat'l adv: Larry Skoch
Market: ADI 38/SMSA 44

OKLAHOMA CITY JOURNAL (M/S)
(Landon/USSPI)
1430 SE 15th St.
Oklahoma City 73140
(405) 737-8811
Nat'l adv: Al Hancock
Market: ADI 38/SMSA 44

OKMULGEE TIMES (M/S)
(Southwest Dailies)
114 E. 7th St.
Okmulgee 74447
(918) 756-3600
Nat'l adv: Jo Newman
Market: ADI 52

PAULS VALLEY DEMOCRAT (E/S)
(Southwest Dailies)
108 S. Willow
Pauls Valley 73705
(405) 238-6464
Nat'l adv: Roger Foil
Market: ADI 38

PONCA CITY NEWS (E/S)
(Landon)
300 N. 3rd
Ponca City 74601
(405) 765-3311
Nat'l adv: Ellsworth Rains, Jr.
Market: ADI 38

PRYOR DAILY TIMES (E/S)
(Landon)
105 S Adair
Pryor 74361
(918) 825-3292
Nat'l adv: Larry Williams
Market: ADI 52/SMSA 58

SAPULPA HERALD (E/S)
(Southwest Dailies)
PO Box 1270
Sapulpa 74066
(918) 224-5185
Nat'l adv: David J. Fordonski
Market: ADI 52/SMSA 58

SHAWNEE NEWS-STAR (M/S)
(Southwest Dailies)
215 N. Bell St.
Shawnee 74801
(405) 273-4200
Nat'l adv: Donna Nichols
Market: ADI 38/SMSA 44

STILLWATER NEWS-PRESS (E/S)
(Southwest Dailies)
PO Box 231
Stillwater 74074
(405) 372-5000
Nat'l adv: Sam Viney
Market: ADI 38

TULSA WORLD (M/S)
TULSA TRIBUNE (E)
(Branham)
315 S. Boulder Ave.
Tulsa 74102
(918) 582-1101
Nat'l adv: Ray Berry
Market: ADI 52/SMSA 58

WEATHERFORD DAILY NEWS (E)
Box 191
Weatherford 73096
(405) 772-3301
Nat'l adv: David W. Reid
Market: ADI 38

WEWOKA DAILY TIMES (E/S)
(Southwest Dailies)
Box 61
Wewoka 74884
(405) 257-3341
Nat'l adv: Nancy Miller
Market: ADI 38

OREGON

ALBANY DEMOCRAT-HERALD (E)
(Branham)
138 W. 6th Ave.
Albany 97321
(503) 926-2211
Nat'l adv: Jackie Agee
Market: ADI 21

ASHLAND DAILY TIDINGS (E)†
1661 Siskiyou Blvd.
Ashland 97520
(503) 482-3456
Nat'l adv: Dallas Rhoden

ASTORIA ASTORIAN (E)
(Branham)
PO Box 210
Astoria 97103
(503) 325-3211
Nat'l adv: Charles Savage
Market: ADI 21

BAKER DEMOCRAT-HERALD (E)†
1915 1st St.
Baker 97814
(503) 523-3673
Nat'l adv: Jack Turner

BEND BULLETIN (E)
1526 N.W. Hill St.
Bend 97701
(503) 389-2024
Nat'l adv: Ted Dickman
Market: ADI 21

COOS BAY WORLD (E)†
350 Commercial St.
Coos Bay 97420
(503) 269-1222
Nat'l adv: Steve Bennett

CORVALLIS GAZETTE-TIMES (E)
(Branham)
600 SW Jefferson
Corvallis 97330
(503) 753-2641
Nat'l adv: Adrienne Gonia Fowler
Market: ADI 21

EUGENE REGISTER-GUARD (E/S)
(Sawyer-Ferguson-Walker)
PO Box 10188
Eugene 97440
(503) 485-1234
Nat'l adv: James McComb
Market: SMSA 134

GRANTS PASS DAILY COURIER (E)†
PO Box 1468
Grants Pass 97526
(503) 474-3734
Nat'l adv: Rod MacDonald

KLAMATH FALLS HERALD & NEWS (E/S)†
PO Box 788
Klamath Falls 97601
(503) 884-8111
Nat'l adv: Arnold Migliaccio

LA GRANDE OBSERVER (E)
(Branham)
PO Box 1500
La Grande 97850
(503) 963-3161
Nat'l adv: Donald Powell
Market: ADI 71

MEDFORD MAIL TRIBUNE (E/S)†
(Branham)
PO Box 1108
Medford 97501
(503) 776-4411
Nat'l adv: Russel Hudson

ONTARIO DAILY ARGUS OBSERVER (E)†
(American Newspaper Reps)
PO Box 130
Ontario 97914
(503) 889-5387
Nat'l adv: Linda Warren

OREGON CITY ENTERPRISE COURIER (M)
(USSPI)
Box 471
Oregon City 97405
(503) 656-1911
Nat'l adv: Robert Justin
Market: ADI 21/SMSA 31

PENDLETON EAST OREGONIAN (E)†
(Branham)
211 SE Byers St.
Pendleton 97801
(503) 276-2211
Nat'l adv: Marvin Anderson

PORTLAND OREGONIAN (M)
PORTLAND OREGON JOURNAL (E)
PORTLAND SUNDAY OREGONIAN (S)
(Newhouse Metro-Suburbia)
1320 SW Broadway
Portland 97201
(503) 221-8278
Nat'l adv: Stephen E. Bell
Market: ADI 21/SMSA 31

ROSEBURG NEWS-REVIEW (E)†
345 NE Winchester St.
Roseburg 97470
(503) 672-3321
Nat'l adv: G. Lee Kaylor

SALEM OREGON STATESMAN (M)
SALEM CAPITAL JOURNAL (E)
SALEM STATESMAN JOURNAL (S)
(Gannett)
Box 13009
Salem 97309
(503) 399-6675
Nat'l adv: John Hawkins
Market: ADI 21/SMSA 151

THE DALLES CHRONICLE (E)
4th & Federal
The Dalles 97058
(503) 296-2141
Nat'l adv: Al Herriges
Market: ADI 21

PENNSYLVANIA

ALLENTOWN MORNING CALL (M)
ALLENTOWN EVENING CHRONICLE (E)
ALLENTOWN SUNDAY CALL-CHRONICLE (S)
(Story & Kelly-Smith)
6th & Linden Sts.
Allentown 18105
(215) 820-6646
Nat'l adv: Guyer E. Candy
Market: ADI 4/SMSA 59

ALTOONA MIRROR (E)
1000 Green Ave.
Altoona 16603
(814) 944-7171
Nat'l adv: Edwin Singel
Market: ADI 72/SMSA 205

BEAVER COUNTY TIMES (E/S)
(Landon)
Beaver 15009
(412) 775-3200
Nat'l adv: Terry L. Tolson
Market: ADI 11/SMSA 13

BEDFORD GAZETTE (M)
(Landon)
PO Box 671
Bedford 15522
(814) 623-1151
Nat'l adv: H. B. Cessna
Market: ADI 72

BERWICK ENTERPRISE (E)
(Landon)
3185 Lackawanna Ave.
Bloomsburg 17815
(717) 784-2121
Nat'l adv: Francine Niemira
Market: ADI 40

BETHLEHEM GLOBE-TIMES (E)
(Landon)
202 W. 4th St.
Bethlehem 18015
(215) 867-7571
Nat'l adv: Dolores Castelluccio
Market: ADI 4/SMSA 59

BLOOMSBURG MORNING PRESS (M)
(Landon)
3185 Lackawanna Ave.
Bloomsburg 17815
(717) 784-2121
Nat'l adv: Francine Niemira
Market: ADI 40

BRADFORD ERA (M)
(Landon)
43 Main St.
Bradford 16701
(814) 368-3173
Nat'l adv: H. L. Woodruff
Market: ADI 28

BROWNSVILLE TELEGRAPH (E)
16-18 Bridge St.
Brownsville 15417
(412) 785-5000
Nat'l adv: W. L. Conway
Market: ADI 11

BUTLER EAGLE (E)
(Landon)
114 W. Diamond St.
Butler 16001
(412) 282-8000
Nat'l adv: Mrs. P. Eades
Market: ADI 11

CANONSBURG DAILY NOTES (E)
112 E. Pike St.
Canonsburg 15317
(412) 745-6400
Nat'l adv: Peter Rogers
Market: ADI 11/SMSA 13

CARLISLE EVENING SENTINEL (E)
(Landon)
457 E. North St.
Carlisle 17013
(717) 243-2611
Nat'l adv: John D. Souza
Market: ADI 48/SMSA 85

COATESVILLE RECORD (E)
(Landon)
Coatesville 19320
(215) 384-4900
Nat'l adv: Joyce Thompson
Market: ADI 4/SMSA 4

COLUMBIA NEWS (E)
(Landon)
341 Chestnut St.
Columbia 17512
(717) 684-2125
Nat'l adv: George C. Gable
Market: ADI 48/SMSA 107

CONNELLSVILLE DAILY COURIER (E)
(Thomson)
127 W. Apple St.
Connellsville 15424
(412) 628-2000
Nat'l adv: Albert E. Riser
Market: ADI 11

DELAWARE COUNTY DAILY TIMES (E)
(Landon/Robert Hitchings)
500 Mildred Ave.
Primos 19018
(215) 284-7200
Nat'l adv: Frank Gothie
Market: ADI 4/SMSA 4

DOYLESTOWN INTELLIGENCER (E)
(Landon/Robert Hitchings)
Doylestown 18901
(215) 345-3000
Nat'l adv: William A. Lynch
Market: ADI 4/SMSA 4

DUBOIS COURIER-EXPRESS (E)
(Landon)
54 W. Long Ave.
DuBois 15801
(814) 371-4200
Nat'l adv: Walter Dock Lias
Market: ADI 72

EASTON WILSON EXPRESS (E/S)
(Story & Kelly-Smith)
30 N. 4th St.
Easton 18042
(215) 258-7171
Nat'l adv: Edward E. Howard
Market: ADI 4/SMSA 59

ELLWOOD CITY LEDGER (E)
(Landon)
835 Lawrence Ave.
Ellwood City 16117
(412) 758-5573
Nat'l adv: Dom A. Viccari
Market: ADI 11

ERIE NEWS (M)
ERIE TIMES (E)
ERIE TIMES-NEWS (S)
(Story & Kelly-Smith)
205 W. 12th St.
Erie 16534
(814) 456-8531
Nat'l adv: Gerald Szoreck
Market: SMSA 132

GETTYSBURG TIMES (E)
(Landon)
Gettysburg 17325
(717) 334-1131
Nat'l adv: Charles C. Costella
Market: ADI 48/SMSA 102

GREENSBURG TRIBUNE-REVIEW (M/S)
(Landon)
Cabin Hill Drive
Greensburg 15601
(412) 834-1151
Nat'l adv: Alex Solomon
Market: ADI 11/SMSA 13

HANOVER SUN (E)
(Thomson)
135 Baltimore St.
Hanover 17331
(717) 637-3736
Nat'l adv: Robert L. Krout
Market: ADI 48/SMSA 102

HARRISBURG PATRIOT (M)
HARRISBURG NEWS (E)
HARRISBURG SUNDAY PATRIOT-NEWS (S)
(Newhouse Metro-Suburbia)
Box 2265
Harrisburg 17105
(717) 255-8100
Nat'l adv: Robert Cobaugh
Market: ADI 48/SMSA 85

HATBORO TODAY'S SPIRIT (M)
(USSPI)
101 N. York Road
Hatboro 19040
(215) 675-3430
Nat'l adv: Charles H. Eckstine
Market: ADI 4/SMSA 4

HAZLETON STANDARD-SPEAKER (A)
(Landon)
21 N. Wyoming Street
Hazleton 18201
(717) 455-3636
Nat'l adv: Edwin Gunshore
Market: ADI 40/SMSA 57

HUNTINGDON DAILY NEWS (E)
(Landon)
325 Penn St.
Huntingdon 16652
(814) 643-4040
Nat'l adv: Kenneth J. Smith
Market: ADI 72

INDIANA EVENING GAZETTE (E)
(Landon)
899 Water Street
Indiana 15701
(412) 465-5555
Nat'l adv: Russell Hickey
Market: ADI 11

IRWIN DAILY STANDARD OBSERVER (E)
PO Box 280
Irwin 15642
(412) 863-3601
Nat'l adv: Robert E. Livorio
Market: ADI 11/SMSA 13

JEANETTE NEWS-DISPATCH (E)
(Landon)
PO Box 101
Jeanette 15601
(412) 523-5541
Nat'l adv: Karen A. Kromel
Market: ADI 11/SMSA 13

JOHNSTOWN TRIBUNE-DEMOCRAT (M/S)
425 Locust Street
Johnstown 15907
(814) 536-7048
Nat'l adv: Jean Block
Market: ADI 72/SMSA 135

KING OF PRUSSIA TODAY'S POST (M)
(USSPI)
750 Moore Road
King of Prussia 19406
(215) 337-1700
Nat'l adv: Charles H. Eckstine
Market: ADI 4/SMSA 4

KITTANING LEADER-TIMES (E)
(Thomson)
115-121 N. Grant Ave.
Kittaning 16201
(412) 543-1303
Nat'l adv: Marvin Roberts
Market: ADI 11

LANCASTER INTELLIGENCER JOURNAL (M)
LANCASTER NEW ERA (E)
LANCASTER SUNDAY NEWS (S)
8 W. King St.
Lancaster 17604
(717) 291-8700
Nat'l adv: Melvin Williams
Market: ADI 48/SMSA 107

LANSDALE REPORTER (E)
(Landon/USSPI/Robert Hitchings)
307 Derstine Ave.
Lansdale 19446
(215) 855-8440
Nat'l adv: Harry L. Wurster
Market: ADI 4/SMSA 4

LATROBE BULLETIN (E)
(Landon)
Latrobe 15650
(412) 537-3351
Nat'l adv: William Korber
Market: ADI 11/SMSA 13

LEVITTOWN BUCKS COUNTY COURIER TIMES (E/S)
(Landon)
Levittown 19058
(215) 752-6701
Nat'l adv: Gerald C. Forest
Market: ADI 4/SMSA 4

LEWISTON SENTINEL (E)
6th St. at Summit Dr.
Lewiston 17044
(717) 248-6741
Nat'l adv: Richard Rachau
Market: ADI 72

McKEESPORT DAILY NEWS (E)
(Landon)
409 Walnut St.
McKeesport 15134
(412) 664-9161
Nat'l adv: Douglas M. Farley
Market: ADI 11/SMSA 13

MEADVILLE TRIBUNE (M)†
(Thomson)
947 Federal Ct.
Meadville 16335
(814) 724-6370
Nat'l adv: Blake Sanderson

MILTON STANDARD (E)
(Landon)
19 Arch St.
Milton 17847
(717) 742-9671
Nat'l adv: Richard R. Rowe
Market: ADI 40

MONESSEN VALLEY INDEPENDENT (E)
(Thomson)
Eastgate 19
Monessen 15602
(412) 684-5200
Nat'l adv: John Bennati
Market: ADI 11/SMSA 13

NEW CASTLE NEWS (E)
(Landon)
27-35 N. Mercer St.
New Castle 16103
(412) 654-6651
Nat'l adv: Jack Bartholic
Market: ADI 11

NEW KENSINGTON VALLEY NEWS-DISPATCH (E)
(Gannett/USSPI)
210 Fourth Avenue
Tarentum 15084
(412) 224-4321
Nat'l adv: Asa W. Christy
Market: ADI 11/SMSA 13

NORRISTOWN TIMES HERALD (E)
(Robert Hitchings/Landon)
PO Box 591
Norristown 19404
(215) 272-7450
Nat'l adv: Laverne F. Lane
Market: ADI 4/SMSA 4

OIL CITY DERRICK (M)
OIL CITY NEWS-HERALD (E)
P.O. Box 928
Oil City 16301
(814) 645-1221
Nat'l adv: W. E. Toy
Market: ADI 11

PHILADELPHIA BULLETIN (E/S)
(Million Market Newspapers)
30th & Market Sts.
Philadelphia 19101
(215) 662-7545
Nat'l adv: Walter L. Holt, Jr.
Market: ADI 4/SMSA 4

PHILADELPHIA INQUIRER (M/S)
PHILADELPHIA NEWS (E)
(Knight-Ridder)
400 N. Broad St.
Philadelphia 19101
(215) 854-2000
Nat'l adv: Jim Hayden
Market: ADI 4/SMSA 4

PHOENIXVILLE EVENING PHOENIX (E)
(Landon/Robert Hitchings)
225 Bridge St.
Phoenixville 19460
(215) 933-8926
Nat'l adv: Wayne D. Jones
Market: ADI 4/SMSA 4

PITTSBURGH POST-GAZETTE (M)
PITTSBURGH PRESS (E/S)
(Story & Kelly-Smith)
34 Blvd. of the Allies
Pittsburgh 15222
(412) 263-1332
Nat'l adv: William McCormick
Market: ADI 11/SMSA 13

POTTSTOWN MERCURY (M)
(Landon)
Hanover and King Sts.
Pottstown 19464
(215) 323-3000
Nat'l adv: Henry Albright
Market: ADI 4/SMSA 4

POTTSVILLE REPUBLICAN (E)
(Landon)
111 Manantonga St.
Pottsville 17901
(717) 622-3456
Nat'l adv: Russell A. Farley
Market: ADI 40

PUNXSUTAWNEY SPIRIT (M)
(Landon)
111 N. Findley St.
Punxsutawney 15767
(814) 938-8740
Nat'l adv: William C. Anderson
Market: ADI 72

QUAKERTOWN FREE PRESS (E)
(Landon/USSPI)
312 W. Broad St.
Quakertown 18951
(215) 536-6820
Nat'l adv: Phil Baker
Market: ADI 4/SMSA 4

READING TIMES (M)
READING EAGLE (E/S)
(Story & Kelly-Smith)
345 Penn St.
Reading 19601
(215) 373-4221
Nat'l adv: John Kurtz
Market: ADI 4/SMSA 112

RIDGWAY RECORD (E)
(Landon)
20 Main St.
Ridgway 15853
(814) 773-3161
Nat'l adv: Debbie Imhof
Market: ADI 72

SCRANTON TIMES (E/S)
(Sawyer-Ferguson-Walker)
149 Penn Ave.
Scranton 18501
(717) 348-9163
Nat'l adv: Joseph X. Garvey
Market: ADI 40/SMSA 57

SCRANTON TRIBUNE (M)
(Landon)
338 N. Washington Ave.
Scranton 18501
(717) 344-7221
Nat'l adv: William F. McLane
Market: ADI 40/SMSA 57

SCRANTONIAN (S)
(Landon)
338 N. Washington Ave.
Scranton 18501
(717) 334-7221
Nat'l adv: A. J. Cross
Market: ADI 40/SMSA 57

SHAMOKIN MT. CARMEL NEWS ITEM (E)
(Landon)
Shamokin 17872
(717) 648-4641
Nat'l adv: John H. Reid
Market: ADI 40

SHARON HERALD (E)
(Branham)
S. Dock St.
Sharon 16146
(412) 981-6100
Nat'l adv: Ruth Phillips
Market: ADI 80

SHENANDOAH EVENING HERALD (E)
(Landon)
Ringtown Blvd.
Shenandoah 17976
(717) 462-2777
Nat'l adv: Robert Kane
Market: ADI 40

SOMERSET DAILY AMERICAN (M)
(Landon)
334 W. Main St.
Somerset 15501
(814) 445-9621
Nat'l adv: Donald H. Bruner
Market: ADI 72/SMSA 135

STROUDSBURG POCONO RECORD (M/S)
(Branham)
511 Lenox St.
Stroudsburg 18360
(717) 421-3000
Nat'l adv: Charles Edmondson
Market: ADI 40/SMSA 57

SUNBURY ITEM (E)
(Branham)
2nd & Market Sts.
Sunbury 17801
(717) 286-5671
Nat'l adv: Calvin Lake
Market: ADI 40

TITUSVILLE HERALD (M)†
(Landon)
209 W. Spring St.
Titusville 16354
(814) 827-3634
Nat'l adv: James C. Hayes

UNIONTOWN MORNING HERALD (M)
UNIONTOWN EVENING STANDARD (E)
(Landon)
8-18 Church St.
Uniontown 15401
(412) 439-7500
Nat'l adv: Gloria Ryland
Market: ADI 11

WARREN TIMES OBSERVER (M)†
(Landon)
PO Box 188
Warren 16365
(814) 723-8200
Nat'l adv: A. Saylor

WASHINGTON OBSERVER-REPORTER (A)
(Landon)
122 S. Main St.
Washington 15301
(412) 222-2200
Nat'l adv: Ralph W. Stepp
Market: ADI 11/SMSA 13

WAYNESBORO RECORD HERALD (E)
(Landon)
30 Walnut St.
Waynesboro 17268
(717) 762-2151
Nat'l adv: George A. Brechbiel
Market: ADI 8

WAYNESBURG DEMOCRAT MESSENGER (M)
32 Church St.
Waynesburg 15370
(412) 627-6166
Nat'l adv: Linda Stasicha
Market: ADI 11

WEST CHESTER DAILY LOCAL NEWS (E)
(Landon)
250 N. Bradford Ave.
West Chester 19380
(215) 696-1775
Nat'l adv: Marilyn Stroh
Market: ADI 4/SMSA 4

WILKES-BARRE CITIZENS' VOICE (M)
River & Market Streets
Wilkes-Barre 18711
(717) 824-7302
Nat'l adv: Cynthia Scalisi
Market: ADI 40/SMSA 57

WILKES-BARRE SUNDAY INDEPENDENT (S)
(Landon)
90 E. Market St.
Wilkes-Barre 18701
(717) 822-3111
Nat'l adv: Vic Luksic
Market: ADI 40/SMSA 57

WILKES-BARRE TIMES LEADER (A)
(Story & Kelly-Smith)
15 N. Main Street
Wilkes-Barre 18711
(717) 829-7123
Nat'l adv: John Burgess
Market: ADI 40/SMSA 57

WILLIAMSPORT GRIT (S)
208 W. Third St.
Williamsport 17701
(717) 326-1771
Nat'l adv: Wesley S. Dodge
Market: ADI 40/SMSA 231

WILLIAMSPORT SUN-GAZETTE (E)
(Landon)
Williamsport 17701
(717) 326-1551
Nat'l adv: James Norris
Market: ADI 40/SMSA 231

YORK DAILY RECORD (M)
(Landon)
1750 Industrial Highway
York 17402
(717) 757-4842
Nat'l adv: W. Alan Deamer
Market: ADI 48/SMSA 102

YORK DISPATCH (E)
(CWO&O)
15-17 Philadelphia St.
York 17405
(717) 854-1575
Nat'l adv: Donna Hamm
Market: ADI 48/SMSA 102

RHODE ISLAND

NEWPORT DAILY NEWS (E)
(Landon)
101 Malbone Rd.
Newport 02840
(401) 849-3300
Nat'l adv: Linda Anderson
Market: ADI 31

PAWTUCKET TIMES (E)
(Landon)
23 Exchange St.
Pawtucket 02862
(401) 722-4000
Nat'l adv: William K. McCarthy
Market: ADI 31/SMSA 42

PROVIDENCE JOURNAL (M/S)
PROVIDENCE BULLETIN (E)
(CWO&O)
75 Fountain St.
Providence 02902
(401) 277-7172
Nat'l adv: William Peckham
Market: ADI 31/SMSA 42

WESTERLY SUN (E/S)
(Landon)
56 Main Street
Westerly 02891
(401) 596-7791
Nat'l adv: Leon F. Williams
Market: ADI 31/SMSA 42

WOONSOCKET CALL (E)
(Landon)
75 Main St.
Woonsocket 02895
(401) 762-3000
Nat'l adv: Harold Belknap
Market: ADI 31/SMSA 42

SOUTH CAROLINA

ANDERSON INDEPENDENT (M)
ANDERSON MAIL (E)
ANDERSON INDEPENDENT DAILY MAIL (S)
(Branham)
1000 Williamston Rd.
Anderson 29621
(803) 224-4321
Nat'l adv: Marvin Burts
Market: ADI 37

BEAUFORT GAZETTE (E)†
(Landon)
1556 Salem Rd.
Beaufort 29902
(803) 524-3183
Nat'l adv: Sterling Pierce

CAMDEN CHRONICLE (E)
(Landon)
1111 Broad St.
Camden 29020
(803) 432-6157
Nat'l adv: David Von Almen
Market: ADI 95

CHARLESTON NEWS & COURIER (M)
CHARLESTON EVENING POST (E)
CHARLESTON SUNDAY NEWS & COURIER, POST (S)
(CWO&O)
134 Columbus St.
Charleston 29402
(803) 577-7111
Nat'l adv: D. G. Diasourakis
Market: SMSA 108

COLUMBIA STATE (M/S)
COLUMBIA RECORD (E)
(Story & Kelly-Smith)
PO Box 1333
Columbia 29202
(303) 733-1102
[FDNat'l adv: William H. Duncan
Market: ADI 95/SMSA 109

FLORENCE MORNING NEWS (M)†
(Landon)
141 S. Irby
Florence 29503
(803) 669-1771
Nat'l adv: James B. Harris

GREENVILLE NEWS (M)
GREENVILLE PIEDMONT (E)
GREENVILLE NEWS & PIEDMONT (S)
(Sawyer-Ferguson-Walker)
PO Box 1688
Greenville 29602
(803) 298-4100
Nat'l adv: Grace Laird
Market: ADI 37/SMSA 73

GREENWOOD INDEX-JOURNAL (E)
PO Box 1018
Greenwood 29646
(803) 223-1411
Nat'l adv: Harry L. Garrett
Market: ADI 37

ORANGEBURG TIMES & DEMOCRAT (M/S)
(Landon)
Orangeburg 29115
(303) 534-3352
Nat'l adv: Conrad A. Martin
Market: ADI 95

ROCK HILL EVENING HERALD (E)
(Landon)
132 W. Main St.
Rock Hill 29730
(803) 327-7161
Nat'l adv: Richard A. V. Fordham
Market: ADI 35

SPARTANBURG HERALD (M)
SPARTANBURG JOURNAL (E)
SPARTANBURG HERALD JOURNAL (S)
(General Advertising Service)
Herald Square
Spartanburg 29304
(803) 582-4511
Nat'l adv: Gene Hunt
Market: ADI 37/SMSA 73

SUMTER ITEM (E)
(Landon)
Sumter 29150
(803) 775-6331
Nat'l adv: R. E. Bradham
Market: ADI 95

SOUTH DAKOTA

ABERDEEN AMERICAN NEWS (E/S)
(Knight-Ridder)
PO Box 4430
Aberdeen 57[illegible]1
(605) 225-41[illegible]0
Nat'l adv: Edward LeDuc
Market: ADI 93

HURON DAILY PLAINSMAN (E/S)
(Branham)
49 E. 3rd
Huron 57350
(605) 352-6401
Nat'l adv: Darrell Walker
Market: ADI 93

MADISON DAILY LEADER (E)
(American Newspaper Reps)
218 S. Egan Ave.
Madison 57042
(605) 256-4555
Nat'l adv: Merrill Hunter
Market: ADI 93

MITCHELL DAILY REPUBLIC (E)
(Thomson)
120 S. Lawler
Mitchell 57301
(605) 996-5514
Nat'l adv: Steve Link
Market: ADI 93

PIERRE DAILY CAPITAL JOURNAL (E)
PO Box 878
Pierre 57501
(605) 224-7301
Nat'l adv: Leon J. Brandriet
Market: ADI 93

RAPID CITY JOURNAL (E/S)
(CWO&O)
507 Main St.
Rapid City 57701
(605) 342-0280
Nat'l adv: Geney Barnett
Market: SMSA 252

SIOUX FALLS ARGUS LEADER (E/S)
(Gannett)
200 S. Minnesota Ave.
Sioux Falls 57102
(605) 331-2200
Nat'l adv: Betty Cady
Market: ADI 93/SMSA 243

WATERTOWN PUBLIC OPINION (E)
(Branham)
120 3rd Ave. NW
Watertown 57201
(605) 886-6901
Nat'l adv: Barb Bergh
Market: ADI 93

YANKTON DAILY PRESS & DAKOTAN (E)
(Landon)
319 Walnut St.
Yankton 57078
(605) 665-7811
Nat'l adv: Georgene Jurgensen
Market: ADI 93

TENNESSEE

ATHENS DAILY POST-ATHENIAN (E)
(Landon)
320 S. Jackson St.
Athens 37303
(615) 745-5664
Nat'l adv: Phyllis Lewis
Market: ADI 76

CHATTANOOGA NEWS-FREE PRESS (E/S)
(Landon)
400 E. 11th St.
Chattanooga 37401
(615) 756-6900
Nat'l adv: Frank McDonald
Market: ADI 76/SMSA 90

CHATTANOOGA TIMES (M/S)
(Branham)
117 E. 10th St.
Chattanooga 37402
(615) 756-1234
Nat'l adv: Jim Storey
Market: ADI 76/SMSA 90

CLEVELAND DAILY BANNER (E/S)
(Landon)
1505 25th St. NW
Cleveland 37311
(615) 472-5041
Nat'l adv: Gary Davis
Market: ADI 76

COLUMBIA HERALD (E)
(Landon)
PO Box 153
Columbia 38401
(615) 388-6464
Nat'l adv: Jack Freeland
Market: ADI 30

COOKEVILLE HERALD-CITIZEN (E/S)
(Landon)
PO Box 2729
Cookeville 38501
(615) 526-9715
Nat'l adv: David Cazalet
Market: ADI 30

DYERSBURG STATE JOURNAL (E)
(Landon)
PO Box 647
Dyersburg 38024
(901) 285-4091
Nat'l adv: Billy Smith
Market: ADI 34

ELIZABETHTON STAR (E/S)
(General Advertising Service)
Sycamore St.
Elizabethton 37643
(615) 542-4151
Nat'l adv: Glenn Hodge
Market: ADI 84/SMSA 88

GREENEVILLE SUN (E)
(Landon)
121 West Summer St.
Greeneville 37743
(615) 638-4181
Nat'l adv: Edwin Harmon
Market: ADI 84

JACKSON SUN (E/S)†
(CWO&O)
245 W. Lafayette St.
Jackson 38301
(901) 427-3333
Nat'l adv: Robert F. Vornbrock

JOHNSON CITY PRESS-CHRONICLE (M/E/S)
(Branham)
PO Box 1717
Johnson City 37601
(615) 929-3111
Nat'l adv: Elmer Pariseau
Market: ADI 84/SMSA 88

KINGSPORT NEWS (M)
KINGSPORT TIMES (E)
KINGSPORT TIMES-NEWS (S)
701 Lynn Garden Dr.
Kingsport 37662
(615) 246-8121
Nat'l adv: Charles Sigmon
Market: ADI 84/SMSA 88

KNOXVILLE JOURNAL (M)
KNOXVILLE NEWS-SENTINEL (E/S)
(Story & Kelly-Smith)
208 W. Church Ave.
Knoxville 37901
(615) 523-3131
Nat'l adv: Charles R. Mathis
Market: ADI 60/SMSA 83

LEBANON DEMOCRAT & WILSON COUNTY NEWS (E)
(Landon)
PO Box 430
Lebanon 37087
(615) 444-3952
Nat'l adv: Norma Bixler
Market: ADI 30/SMSA 49

MARYVILLE-ALCOA TIMES (E)
(Landon)
Maryville 37301
(615) 983-0260
Nat'l adv: A. Eugene Hamilton
Market: ADI 60/SMSA 83

MEMPHIS COMMERCIAL APPEAL (M/S)
MEMPHIS PRESS-SCIMITAR (E)
(Story & Kelly-Smith)
495 Union Ave.
Memphis 38101
(901) 529-2239
Nat'l adv: Arthur Segall, Sr.
Market: ADI 34/SMSA 43

MORRISTOWN CITIZEN TRIBUNE (E/S)
(Landon)
Morristown 37814
(615) 581-5630
Nat'l adv: Reece Sexton
Market: ADI 60

MURFREESBORO NEWS JOURNAL (E/S)
(Landon)
224 N. Walnut
Murfreesboro 37130
(615) 893-5860
Nat'l adv: Alan F. Werner
Market: ADI 30/SMSA 49

NASHVILLE TENNESSEAN (M/S)
NASHVILLE BANNER (E)
(Gannett)
1100 Broadway
Nashville 37202
(615) 255-9428
Nat'l adv: Burton G. Cloud
Market: ADI 30/SMSA 49

OAK RIDGE OAK RIDGER (E)
(Landon)
Oak Ridge 37830
(615) 482-1021
Nat'l adv: Dave McCoy
Market: ADI 60/SMSA 83

PARIS POST INTELLIGENCER (E)
(Landon)
PO Box 310
Paris 38242
(901) 642-1162
Nat'l adv: Brenda Stubblefield
Market: ADI 30

SHELBYVILLE TIMES-GAZETTE (E)
(Landon)
PO Box 380
Shelbyville 37160
(615) 684-1200
Nat'l adv: Franklin Yates
Market: ADI 30

TEXAS

ABILENE REPORTER-NEWS (M/E/S)
(Branham)
100 Block Cypress St.
Abilene 79604
(915) 673-4271
Nat'l adv: Pat Hartsfield
Market: SMSA 201

ALVIN SUN (E)
(USSPI)
PO Box 431
Alvin 77511
(713) 331-4421
Nat'l adv: Petor Scott
Market: ADI 12/SMSA 10

AMARILLO NEWS (M)
AMARILLO GLOBE-TIMES (E)
AMARILLO SUNDAY NEWS-GLOBE (S)
(Texas Daily Press League)
P.O. Box 2091
Amarillo 79166
(806) 376-4488
Nat'l adv: Bryce Cockerham
Market: SMSA 185

ANGLETON TIMES (M/S)
PO Box 936
Angleton 77515
(713) 849-8581
Nat'l adv: Bruce Page
Market: ADI 12/SMSA 10

ARLINGTON DAILY NEWS (E)
(USSPI)
Box 34448
Farmers Branch 75234
(214) 661-8100
Nat'l adv: Bill Bonham
Market: ADI 10/SMSA 9

ATHENS REVIEW (E/S)
PO Box 32
Athens 75751
(214) 675-5626
Nat'l adv: Marion Archer
Market: ADI 10

AUSTIN AMERICAN-STATESMAN (M/E/S)
(CWO&O)
308 Guadalupe
Austin 78767
(512) 397-1340
Nat'l adv: Roy L. Gordon
Market: ADI 92/SMSA 76

AUSTIN CITIZEN (E)
621 W. St. Johns
Austin 78761
(512) 453-6633
Nat'l adv: Wm. Klusmeier
Market: ADI 92/SMSA 76

BAY CITY DAILY TRIBUNE (E/S)
PO Box 1551
Bay City 77414
(713) 245-5555
Nat'l adv: Patrick Peabody
Market: ADI 12

BAYTOWN SUN (E)
(USSPI)
1301 Memorial Drive
Baytown 77520
(713) 422-8302
Nat'l adv: Mike Graxiola
Market: ADI 12/SMSA 10

BEAUMONT ENTERPRISE (M)
BEAUMONT JOURNAL (E)
BEAUMONT ENTERPRISE-JOURNAL (S)
PO Box 3071
Beaumont 77701
(713) 833-3311
Nat'l adv: Don Taylor
Market: SMSA 105

BIG SPRING HERALD (E/S)†
(Branham)
710 Scurry
Big Spring 79720
(915) 263-7331
Nat'l adv: Oliver Cofer

BRENHAM BANNER-PRESS (E)
(USSPI)
204 West Vukan St.
Brenham 77833
(713) 836-7956
Nat'l adv: Jerry Winton
Market: ADI 12

BROWNSVILLE HERALD (E/S)
(Texas Daily Press League)
1135 E. Van Buren
Brownsville 78520
(512) 542-4301
Nat'l adv: Millie Armstrong
Market: SMSA 190

BRYAN EAGLE (E/S)
(Branham)
PO Box 3000
Bryan 77801
(713) 779-4444
Nat'l adv: Doris Cooley
Market: ADI 100/SMSA 264

CLUTE BRAZOSPORT FACTS (E)
(USSPI)
PO Box 547
Clute 77531
(713) 265-7411
Nat'l adv: Jon Custer
Market: ADI 12/SMSA 10

CONROE MONTGOMERY COUNTY DAILY COURIER (E/S)
(USSPI)
100 Avenue A
Conroe 77301
(713) 756-6671
Nat'l adv: Phil Alderette
Market: ADI 12/SMSA 10

CORPUS CHRISTI CALLER (M/S)
CORPUS CHRISTI TIMES (E)
(Branham)
820 Lower Broadway
Corpus Christi 78401
(512) 884-2011
Nat'l adv: Steve Sullivan
Market: SMSA 127

CORSICANA DAILY SUN (E/S)
(Branham)
405 E. Collin
Corsicana 75110
(214) 872-3931
Nat'l adv: Scott Whitley
Market: ADI 10

DALLAS MORNING NEWS (M/S)
(CWO&O)
508 Young Street
Dallas 75202
(214) 745-8570
Nat'l adv: Harry Stanley, Jr.
Market: ADI 10/SMSA 9

DALLAS TIMES HERALD (E/S)
(Branham)
1101 Pacific Ave.
Dallas 75202
(214) 744-6111
Nat'l adv: Joe Allen
Market: ADI 10/SMSA 9

DEL RIO NEWS-HERALD (E/S)
PO Drawer C
Del Rio 73340
(512) 775-1551
Nat'l adv: Julie Griffith
Market: ADI 49

DENISON HERALD (E/S)
(Branham)
329 W. Woodard
Denison 75020
(214) 465-7171
Nat'l adv: Walter Reinhard
Market: ADI 10/SMSA 257

DENTON RECORD-CHRONICLE (E/S)
(Texas Daily Press League)
314 E. Hickory
Denton 76201
(817) 387-3811
Nat'l adv: James Shane
Market: ADI 10/SMSA 9

EDINBURG DAILY REVIEW (E/S)
PO Box 148
Edinburg 78539
(512) 383-2705
Nat'l adv: Pearl A. Mathis
Market: SMSA 170

EL PASO TIMES (M/S)
EL PASO HERALD-POST (E)
(Story & Kelly-Smith/Gannett)
P.O. Drawer 20
El Paso 79901
(915) 747-6855
Nat'l adv: W. W. Berryhill
Market: SMSA 95

FORT WORTH STAR-TELEGRAM (M/E/S)
(Sawyer-Ferguson-Walker)
PO Box 1870
Fort Worth 76101
(817) 336-9271
Nat'l adv: Joe Waller
Market: ADI 10/SMSA 9

GALVESTON NEWS (M/S)
(General Advertising Service)
8522 Teichman Rd.
Galveston 77551
(713) 744-3611
Nat'l adv: Ronald B. Schultz
Market: ADI 12/SMSA 168

GARLAND NEWS (E/S)
(USSPI)
4880 Alpha Rd
Farmers Branch 75234
(214) 661-8100
Nat'l adv: Bill Bonham
Market: ADI 10/SMSA 9

GRAND PRAIRIE DAILY NEWS (E/S)
(USSPI)
Box 34448
Farmers Branch 75234
(214) 661-8100
Nat'l adv: Bill Bonham
Market: ADI 10/SMSA 9

GREENVILLE HERALD BANNER (M/S)
(Branham)
2305 King St.
Greenville 75401
(214) 455-4220
Nat'l adv: Bill Hunsucker
Market: ADI 10

HARLINGEN VALLEY MORNING STAR (M/S)
(Texas Daily Press League)
PO Box 511
Harlingen 78550
(512) 423-5511
Nat'l adv: Millie Armstrong
Market: SMSA 190

HOUSTON CHRONICLE (E/S)
(Sawyer-Ferguson-Walker)
801 Texas Ave.
Houston 77002
(713) 220-7171
Nat'l adv: Robert Thomas
Market: ADI 12/SMSA 10

HOUSTON POST (M/S)
(Branham)
4747 S.W. Freeway
Houston 77001
(713) 621-7000
Nat'l adv: Jim Leavell
Market: ADI 12/SMSA 10

HUNTSVILLE ITEM (E/S)
(Branham)
1409 10th St.
Huntsville 77340
(713) 295-5407
Nat'l adv: Steve Balke
Market: ADI 12

HURST MID CITIES DAILY NEWS (E/S)
(USSPI)
PO Box 517
Hurst 76053
(817) 282-2571
Nat'l adv: Bill Bonham
Market: ADI 10/SMSA 9

IRVING DAILY NEWS (E/S)
(USSPI)
1622 W. Irving Blvd.
Irving 75060
(214) 254-6161
Nat'l adv: Bill Bonham
Market: ADI 10/SMSA 9

KERRVILLE DAILY TIMES (E/S)
327 E. Garrett
Kerrville 78028
(512) 257-6060
Nat'l adv: Brinda Brown
Market: ADI 49

KILGORE NEWS HERALD (E/S)
PO Box 1210
Kilgore 75662
(214) 984-2593
Nat'l adv: Mary Ann Anderson
Market: ADI 58/SMSA 204

KILLEEN DAILY HERALD (E/S)
(Texas Daily Press League)
2nd & Ave A
Killeen 76541
(817) 634-2125
Nat'l adv: Ron Gates
Market: ADI 100/SMSA 167

LAREDO NEWS (M/S)
(Landon)
2301 Saunders St.
Laredo 78041
(512) 724-8386
Nat'l adv: John Speer
Market: SMSA 267

LAREDO TIMES (E/S)
(Texas Daily Press League)
PO Box 2129
Laredo 78041
(512) 723-2901
Nat'l adv: Frisco Aguilar
Market: SMSA 267

LEWISVILLE LEADER (E)
(USSPI)
PO Box 308
Lewisville 75067
(214) 436-3566
Nat'l adv: Kathleen Boydston
Market: ADI 10/SMSA 9

LONGVIEW MORNING JOURNAL (M/S)
LONGVIEW DAILY NEWS (E)
(CWO&O)
316 E Methvin
Longview 75601
(214) 757-3311
Nat'l adv: Sue Taub
Market: ADI 58/SMSA 204

LUBBOCK AVALANCHE-JOURNAL (M/E/S)
(Texas Daily Press League)
PO Box 491
Lubbock 79408
(806) 762-8844
Nat'l adv: Carl Cannon
Market: SMSA 164

LUFKIN NEWS (E/S)†
(CWO&O)
PO Box 1089
Lufkin 75901
(713) 632-6631
Nat'l adv: Roy Gordon

MARLIN DAILY DEMOCRAT (E)
211 Fortune St.
Marlin 76661
(817) 883-2554
Nat'l adv: J. C. Chatmas, Jr.
Market: ADI 100

MARSHALL NEWS MESSENGER (E/S)
(Branham)
309 E. Austin
Marshall 75670
(214) 935-7914
Nat'l adv: Jesse Walker
Market: ADI 58/SMSA 204

MCALLEN MONITOR (E/S)
(Texas Daily Press League)
P.O. Box 760
McAllen 78501
(512) 423-5511
Nat'l adv: Millie Armstrong
Market: SMSA 170

MCKINNEY COURIER-GAZETTE (E)
(USSPI)
PO Box 400
McKinney 75069
(214) 542-2631
Nat'l adv: Peter Mulkey
Market: ADI 10/SMSA 9

MESQUITE DAILY NEWS (E)
(USSPI)
303 N. Galloway
Mesquite 75149
(214) 285-6301
Nat'l adv: Judy Wade
Market: ADI 10/SMSA 9

MIDLAND REPORTER-TELEGRAM (E/S)
(Texas Daily Press League)
201 E. Illinois
Midland 79701
(915) 682-5311
Nat'l adv: Gilbert C. Vetters
Market: SMSA 265

MT. PLEASANT TRIBUNE (E/S)
Box 1177
Mt. Pleasant 75455
(214) 572-3607
Nat'l adv: Mary Palmer
Market: ADI 58

ODESSA AMERICAN (E/S)
(Texas Daily Press League)
222 East 4th
Odessa 79760
(915) 337-4661
Nat'l adv: Howard L. Rockafellow
Market: SMSA 242

PALESTINE HERALD-PRESS (E/S)
(Texas Daily Press League)
PO Box 379
Palestine 75801
(214) 729-0281
Nat'l adv: Bill Knight
Market: ADI 10

PAMPA NEWS (E/S)†
(Texas Daily Press League)
403 W. Atchison
Pampa 79065
(806) 669-2525
Nat'l adv: L. Gus Shaver

PARIS NEWS (E/S)
(Branham)
138 Lamar Ave.
Paris 75460
(214) 784-4323
Nat'l adv: Richard Stringfellow
Market: ADI 10

PASADENA CITIZEN (M/S)
(USSPI)
PO Box 6192
Pasadena 77506
(713) 477-0221
Nat'l adv: Harold Varnado
Market: ADI 12/SMSA 10

PLANO DAILY STAR-COURIER (E)
(USSPI)
PO Box 248
Plano 75074
(214) 424-6565
Nat'l adv: Jan Walton
Market: ADI 10/SMSA 9

PORT ARTHUR NEWS (E/S)
(CWO&O)
549 Fourth St
Port Arthur 77640
(713) 985-5541
Nat'l adv: Roy Gordon
Market: SMSA 105

RICHARDSON DAILY NEWS (E/S)
(USSPI)
Box 34448
Farmers Branch 75234
(214) 661-8100
Nat'l adv: Bill Bonham
Market: ADI 10/SMSA 9

ROSENBERG HERALD-COASTER (E)
PO Box 1088
Rosenberg 77471
(713) 232-3737
Nat'l adv: Dennis C. Wade
Market: ADI 12/SMSA 10

SAN ANGELO STANDARD TIMES (M/E/S)
(Branham)
34 W. Harris Ave.
San Angelo 76903
(915) 653-1221
Nat'l adv: Charles Evers
Market: SMSA 261

SAN ANTONIO EXPRESS (M)
SAN ANTONIO NEWS (E)
SAN ANTONIO EXPRESS-NEWS (S)
(Branham)
Ave E. & 3rd St.
San Antonio 78205
(512) 225-7411
Nat'l adv: K. Weakley
Market: ADI 49/SMSA 40

SAN ANTONIO LIGHT (E/S)
(Hearst)
PO Box 161
San Antonio 78206
(512) 226-4271
Nat'l adv: Lynn Eckhoff
Market: ADI 49/SMSA 40

SAN MARCOS DAILY RECORD (E)
SAN MARCOS RECORD (S)
San Marcos 78660
(512) 392-2458
Nat'l adv: Elizabeth Fraizer
Market: ADI 92/SMSA 76

SHERMAN DEMOCRAT (E/S)
(Texas Daily Press League)
603 S. Sam Rayburn Expwy.
Sherman 75090
(214) 893-8181
Nat'l adv: Bert Chapman
Market: ADI 10/SMSA 257

TAYLOR PRESS (E)
(Texas Daily Press League)
211 W. 3rd St.
Taylor 76574
(512) 352-3621
Nat'l adv: Jack Jones
Market: ADI 92/SMSA 76

TEMPLE DAILY TELEGRAM (M/S)
(Texas Daily Press League)
PO Box 868
Temple 76501
(817) 778-4444
Nat'l adv: Jack W. Jones
Market: ADI 100/SMSA 157

TERRELL TRIBUNE (E)
(USSPI)
PO Box 669
Terrell 75160
(214) 563-6476
Nat'l adv: Earl Plagens
Market: ADI 10/SMSA 9

TEXARKANA GAZETTE (M/S)
(Texas Daily Press League)
313-17 Pine St.
Texarkana 75501
(214) 794-3311
Nat'l adv: Bob King
Market: ADI 58/SMSA 220

TEXAS CITY DAILY SUN (E/S)
(USSPI/General Advertising Service)
624 Fourth Ave.
Texas City 77590
(713) 945-3441
Nat'l adv: Judy Mata
Market: ADI 12/SMSA 168

TYLER TELEGRAPH (M)
TYLER COURIER TIMES (E)
TYLER COURIER-TIMES-TELEGRAPH (S)
PO Box 2030
Tyler 75710
(214) 597-8111
Nat'l adv: Jerry Wilson
Market: SMSA 230

VICTORIA ADVOCATE (M/S)
(Texas Daily Press League)
Box 1518
Victoria 77901
(512) 575-1451
Nat'l adv: Clyde E. Lenz
Market: SMSA 269

WACO TRIBUNE-HERALD (M/E/S)
(CWO&O)
900 Franklin Ave.
Waco 76703
(817) 753-1511
Nat'l adv: Joe Kendrick
Market: ADI 100/SMSA 183

WAXAHACHIE DAILY LIGHT (E)
(USSPI/Texas Daily Press League)
215 S. College
Waxahachie 75165
(214) 937-3310
Nat'l adv: Jim Ed Wyatt
Market: ADI 10/SMSA 9

WEATHERFORD DEMOCRAT (E/S)
(Texas Daily Press League)
PO Box 309
Weatherford 76086
(817) 594-7447
Nat'l adv: Mike Thomas
Market: ADI 10/SMSA 9

WICHITA FALLS RECORD NEWS (M)
WICHITA FALLS TIMES (E/S)
(CWO&O)
Box 120
Wichita Falls 76307
(817) 767-8341
Nat'l adv: Marvin B. Penrod
Market: SMSA 209

UTAH

LOGAN HERALD JOURNAL (E/S)
PO Box 487
Logan 84321
(801) 752-2121
Nat'l adv: Roy Callaway
Market: ADI 46

OGDEN STANDARD EXAMINER (E/S)
(CWO&O)
Box 951
Ogden 84402
(801) 394-7711
Nat'l adv: James L. Barclay
Market: ADI 46/SMSA 52

PROVO DAILY HERALD (E/S)
1555 N. 200 W.
Provo 84601
(801) 373-5050
Nat'l adv: Kirk Parkinson
Market: ADI 46/SMSA 196

SALT LAKE TRIBUNE (M/S)
SALT LAKE DESERET NEWS (E)
143 S. Main St.
Salt Lake City 84110
(801) 237-2721
Nat'l adv: William W. Fuller
Market: ADI 46/SMSA 52

VERMONT

BARRE-MONTPELIER TIMES-ARGUS (E/S)
(Landon)
540 N. Main St.
Barre 05646
(802) 479-0191
Nat'l adv: Harry Perrigo
Market: ADI 90

BENNINGTON BANNER (E)
(Landon)
425 Main Street
Bennington 05201
(802) 447-7567
Nat'l adv: Howard White
Market: ADI 45

BRATTLEBORO REFORMER (E)
(Landon)
71 Main st.
Brattleboro 05301
(802) 254-2311
Nat'l adv: Richard Macko
Market: ADI 6

BURLINGTON FREE PRESS (M/S)
(Gannett)
191 College St.
Burlington 05401
(802) 863-3441
Nat'l adv: Winston G. Whitney
Market: ADI 90

NEWPORT DAILY EXPRESS (E)
(Landon)
9 Central St.
Newport 05855
(802) 334-6568
Nat'l adv: Dick Rivard
Market: ADI 90

RUTLAND HERALD (M/S)
(Landon)
Rutland 05701
(802) 775-5511
Nat'l adv: Gene Noble
Market: ADI 90

ST. ALBANS DAILY MESSENGER (E)
281 N. Main St.
St. Albans 05473
(802) 524-2104
Nat'l adv: S. R. Cummings
Market: ADI 90

ST. JOHNSBURY CALEDONIAN-RECORD (E)
(Landon)
25 Federal St.
St. Johnsbury 05819
(802) 748-8121
Nat'l adv: George Wollrath
Market: ADI 90

WEST LEBANON VALLEY NEWS (E)
(Landon)
PO Box 877
White River Junction 05001
(603) 298-8711
Nat'l adv: Terri C. Dudley
Market: ADI 90

VIRGINIA

ALEXANDRIA GAZETTE (E)
(Landon)
717 N. St. Asaph St.
Alexandria 22314
(703) 549-0004
Nat'l adv: William F. Carne
Market: ADI 8/SMSA 8

BRISTOL HERALD-COURIER (M/S)
BRISTOL VIRGINIA-TENNESSEAN (E)
(Branham)
320 Morrison Blvd.
Bristol 24201
(703) 669-2181
Nat'l adv: Donald White
Market: ADI 84/SMSA 88

CHARLOTTESVILLE DAILY PROGRESS (E/S)
(Landon)
PO Box 1289
Charlottesville 22902
(804) 295-0877
Nat'l adv: Stan Wade
Market: ADI 56

COVINGTON VIRGINIAN (E)
(Landon)
343 N. Monroe Ave.
Covington 22426
(703) 962-2121
Nat'l adv: Robert Miller
Market: ADI 64

DANVILLE REGISTER (M/S)
DANVILLE BEE (E)
(Landon)
Danville 24541
(804) 793-2311
Nat'l adv: George L. Robinette
Market: ADI 64

FREDERICKSBURG FREE LANCE-STAR (E)
(Landon)
616 Amelia St.
Fredericksburg 22401
(703) 373-5000
Nat'l adv: C. Murphy Street
Market: ADI 8

HOPEWELL NEWS (E)
(General Advertising Service)
P.O. Box 481
Hopewell 23860
(804) 458-8511
Nat'l adv: Ralph Rainwater
Market: ADI 56/SMSA 233

LYNCHBURG NEWS (M)
LYNCHBURG DAILY ADVANCE (E)
LYNCHBURG NEWS & ADVANCE (S)
(Landon)
101 Wyndale Dr.
Lynchburg 24506
(804) 237-2941
Nat'l adv: S. Dave Stokes
Market: ADI 64/SMSA 198

MANASSAS JOURNAL MESSENGER (E)
(Landon)
PO Drawer 431
Manassas 22110
(703) 368-3101
Nat'l adv: Pat Follin
Market: ADI 8/SMSA 8

MARTINSVILLE BULLETIN (E/S)
(Landon)
Martinsville 24112
(703) 638-8801
Nat'l adv: Bob T. Shytle
Market: ADI 64

NEWPORT NEWS PRESS (M/S)
NEWPORT NEWS TIMES-HERALD (E)
(Sawyer-Ferguson-Walker)
7505 Warwick Blvd.
Newport News 23607
(804) 244-8424
Nat'l adv: Gerald E. Marple
Market: ADI 50/SMSA 111

NORFOLK VIRGINIAN PILOT (M)
NORFOLK LEDGER STAR (E)
NORFOLK VIRGINIAN PILOT & LEDGER STAR (S)
150 W. Brimbleton Ave.
Norfolk 23501
(804) 446-2439
Nat'l adv: Carl Mangum
Market: ADI 50/SMSA 54

NORTHERN VIRGINIA DAILY (M)
(Landon)
120 Holliday Street
Strasburg 22657
(703) 465-5137
Nat'l adv: Henry H. Himelright, Jr.
Market: ADI 8

PETERSBURG PROGRESS-INDEX (E/S)
(Thomson)
15 Franklin St.
Petersburg 23803
(804) 732-3456
Nat'l adv: Thomas E. Howerton
Market: ADI 56/SMSA 233

PETERSBURG PROGRESS-INDEX (E/S)
(Thomson)
15 Franklin St.
Petersburg 23803
(804) 732-3456
Nat'l adv: Thomas E. Howerton
Market: ADI 56/SMSA 233

POTOMAC NEWS (E)
(USSPI)
14010 Smoketown Rd.
Woodbridge 22192
(703) 670-8151
Nat'l adv: Ed Swisher
Market: ADI 8/SMSA 8

RICHMOND TIMES-DISPATCH (M/S)
RICHMOND NEWS-LEADER (E)
(Sawyer-Ferguson-Walker)
333 E. Grace St.
Richmond 23213
(804) 649-6501
Nat'l adv: Roger H. Clapp
Market: ADI 56/SMSA 66

ROANOKE TIMES & WORLD-NEWS (M/E/S)
(Branham)
201 Campbell Avenue, SW
Roanoke 24010
(703) 981-3377
Nat'l adv: Richard L. Nystrom
Market: ADI 64/SMSA 152

STAUNTON LEADER (E)
STAUNTON NEWS LEADER (S)
(Landon)
Staunton 24401
(703) 885-7266
Nat'l adv: Evarts W. Opie, Jr.
Market: ADI 56

SUFFOLK NEWS-HERALD (E/S)
130 S. Saratoga St.
Suffolk 23434
(804) 539-3437
Nat'l adv: Earl T. Jones, Jr.
Market: ADI 50/SMSA 54

WAYNESBORO NEWS-VIRGINIAN (E)
(Landon)
544 W. Main St.
Waynesboro 22980
(703) 942-8213
Nat'l adv: Pat Montgomery
Market: ADI 56

WINCHESTER EVENING STAR (E)
(Landon)
2 N. Kent St.
Winchester 22601
(703) 667-3200
Nat'l adv: Roy Walker
Market: ADI 8

WASHINGTON

ABERDEEN WORLD (E/S)
(Branham)
PO Box 269
Aberdeen 98520
(206) 532-4000
Nat'l adv: Gary McLaughlin
Market: ADI 18

BELLEVUE DAILY JOURNAL AMERICAN (M)
PO Box 310
Bellevue 98009
(206) 453-4282
Nat'l adv: Sheryl Miller
Market: ADI 18/SMSA 23

BELLINGHAM HERALD (E/S)†
(Gannett)
1155 State St.
Bellingham 98225
(206) 676-2600
Nat'l adv: Gerry Rhea

BREMERTON SUN (E)
(Branham)
PO Box 259
Bremerton 98310
(206) 377-3711
Nat'l adv: Charles Kimble
Market: ADI 18

CENTRALIA-CHEHALIS CHRONICLE (E)
(Branham)
PO Box 580
Centralia 98531
(206) 736-3311
Nat'l adv: Clarence Hull
Market: ADI 18

EVERETT HERALD (E)
(Branham)
PO Box 930
Everett 98201
(206) 259-5151
Nat'l adv: Mrs. Rae Overs
Market: ADI 18/SMSA 23

LONGVIEW DAILY NEWS (E)
PO Box 189
Longview 98632
(206) 577-2552
Nat'l adv: Harold Luhn
Market: ADI 21

OLYMPIA OLYMPIAN (E/S)
(Gannett)
Box 407
Olympia 93507
(206) 754-5400
Nat'l adv: Howard Sutherland
Market: ADI 18

PASCO TRI-CITY HERALD (E/S)
PO Box 2608
Tri-Cities 99302
(509) 586-2121
Nat'l adv: James A. Reid
Market: SMSA 229

PORT ANGELES DAILY NEWS (E/S)
305 W. First
Port Angeles 98362
(206) 452-2345
Nat'l adv: Erland Hansen
Market: ADI 18

SEATTLE POST-INTELLIGENCER (M/S)
(Hearst)
521 Wall Street
Seattle 98121
(206) 628-8000
Nat'l adv: Marvin B. Larsen
Market: ADI 18/SMSA 23

SEATTLE TIMES (E/S)
(CWO&O)
PO Box 70
Seattle 98111
(206) 464-2338
Nat'l adv: Clifford L. Butler
Market: ADI 18/SMSA 23

SKAGIT VALLEY HERALD (E)
1000 E. College Way
Mt. Vernon 98273
(206) 424-3251
Nat'l adv: Robert Aguilar
Market: ADI 18

SPOKANE SPOKESMAN-REVIEW (M/S)
SPOKANE DAILY CHRONICLE (E)
(CWO&O)
W. 927 Sprague Avenue
Spokane 99201
(509) 455-6881
Nat'l adv: William B. Batchelor
Market: ADI 71/SMSA 110

TACOMA NEWS TRIBUNE (E/S)
(Sawyer-Ferguson-Walker)
1950 S. State St.
Tacoma 98411
(206) 597-8511
Nat'l adv: Robert H. Sewell
Market: ADI 18/SMSA 89

VANCOUVER COLUMBIAN (E/S)
701 W. 8th St.
Vancouver 98666
(206) 694-3391
Nat'l adv: Mark Ail
Market: ADI 21/SMSA 31

WALLA WALLA UNION-BULLETIN (E/S)†
(Branham)
1st & Poplar Sts.
Walla Walla 99362
(509) 525-3300
Nat'l adv: John Gifford

WENATCHEE WORLD (E/S)
(Branham)
PO Box 1511
Wenatchee 98801
(509) 663-5161
Nat'l adv: Dick Bell
Market: ADI 71

YAKIMA HERALD-REPUBLIC (A/S)
(Branham)
P. O. Box 9668
Yakima 98909
(509) 248-1251
Nat'l adv: Marie Thayer
Market: SMSA 182

WEST VIRGINIA

CHARLESTON GAZETTE (M)
CHARLESTON MAIL (E)
CHARLESTON GAZETTE MAIL (S)
(Sawyer-Ferguson-Walker)
1001 Virginia St. E.
Charleston 25301
(304) 348-5140
Nat'l adv: Robert M. Sayre
Market: ADI 42/SMSA 133

CLARKSBURG EXPONENT (M)†
CLARKSBURG TELEGRAM (E)†
CLARKSBURG SUNDAY EXPONENT-TELEGRAM (S)†
(Story & Kelly-Smith)
324-326 Hewes Ave.
Clarksburg 26301
(304) 624-6411
Nat'l adv: Jack L. Smith

ELKINS INTER-MOUNTAIN (E)†
(Landon)
Elkins 26241
(304) 636-2121
Nat'l adv: R. Scott Koon

FAIRMONT TIMES-WEST VIRGINIAN (M/S)
(Thomson)
Quincy & Ogden Sts.
Fairmont 26554
(304) 363-5000
Nat'l adv: Joyce A. Police
Market: ADI 11

HUNTINGTON HERALD-DISPATCH (M/S)
(Gannett)
946 Fifth Ave
Huntington 25701
(304) 696-5790
Nat'l adv: Tom Dandelet
Market: ADI 42/SMSA 119

KEYSER DAILY NEWS TRIBUNE (E)
(American Newspaper Reps)
24 Armstrong St.
Keyser 26726
(304) 788-3333
Nat'l adv: Walter D. Tetrick
Market: ADI 8

LOGAN BANNER (E)
(General Advertising Service)
435 Stratton St.
Logan 25601
(304) 752-6950
Nat'l adv: Richard Osborne
Market: ADI 42

MORGANTOWN DOMINION-POST (A/S)
(Landon)
Greer Bldg.
Morgantown 26505
(304) 292-6301
Nat'l adv: Edith Straub
Market: ADI 11

PARKERSBURG NEWS (M/S)
PARKERSBURG SENTINEL (E)
(Landon)
519 Juliana St.
Parkersburg 26101
(304) 485-1891
Nat'l adv: R. J. Hickman
Market: SMSA 192

POINT PLEASANT REGISTER (E)
(Landon)
Pt. Pleasant 25550
(304) 675-1333
Nat'l adv: Robert Wingett
Market: ADI 42

WEIRTON DAILY TIMES (E)
(Thomson)
114 Lee Ave.
Weirton 26062
(304) 748-0606
Nat'l adv: Gary Rochus
Market: ADI 11/SMSA 188

WHEELING INTELLIGENCER (M)
WHEELING NEWS-REGISTER (E/S)
(Landon)
1500 Main St.
Wheeling 26003
(304) 233-0100
Nat'l adv: Earl A. Hennen
Market: SMSA 171

WILLIAMSON NEWS (E)
(General Advertising Service)
Box 1660
Williamson 25661
(304) 235-4242
Nat'l adv: Rose Justice
Market: ADI 42

WISCONSIN

APPLETON POST-CRESCENT (E/S)
(CWO&O)
306 W. Washington St.
Appleton 54911
(414) 733-4411
Nat'l adv: Jack E. Williams
Market: ADI 67/SMSA 136

CHIPPEWA HERALD TELEGRAM (E)
22 W. Central
Chippewa Falls 54729
(715) 723-5515
Nat'l adv: Greg Smith
Market: SMSA 226

EAU CLAIRE LEADER-TELEGRAM (E)
(Branham)
701 S. Farwell
Eau Claire 54701
(715) 834-3471
Nat'l adv: Mark Atkinson
Market: SMSA 226

FOND DU LAC REPORTER (E/S)
(Thomson)
33 W. Second St.
Fond du Lac 54935
(414) 922-4600
Nat'l adv: William Dittrich
Market: ADI 67

GREEN BAY PRESS-GAZETTE (E/S)
(Sawyer-Ferguson-Walker)
435 E. Walnut
Green Bay 54305
(414) 435-4411
Nat'l adv: John W. Yuenger
Market: ADI 67/SMSA 191

JANESVILLE GAZETTE (E)
1 S. Parker Dr.
Janesville 53545
(608) 754-3311
Nat'l adv: Crandell W. Bliss
Market: SMSA 212

KENOSHA NEWS (E)
(Branham)
715 58th St.
Kenosha 53140
(414) 843-2311
Nat'l adv: Jack Peters
Market: ADI 3/SMSA 224

LA CROSSE TRIBUNE (E/S)
(Branham)
401 N. 3rd St.
La Crosse 54601
(608) 782-9710
Nat'l adv: R. A. Westerfield
Market: SMSA 256

MADISON WISCONSIN STATE JOURNAL (M/S)
MADISON WISCONSIN CAPITAL TIMES (E)
(Branham)
1901 Fish Hatchery Rd.
Madison 53713
(608) 252-6266
Nat'l adv: Karl Eisele
Market: SMSA 116

MANITOWOC HERALD-TIMES-REPORTER (E/S)
(Thomson)
902 Franklin St.
Manitowoc 54220
(414) 684-4433
Nat'l adv: Barbara Tyron
Market: ADI 67

MARINETTE EAGLE-STAR (E)
(Landon)
Marinette 54143
(715) 735-6611
Nat'l adv: Ralph Mischnick
Market: ADI 67

MILWAUKEE SENTINEL (M)
MILWAUKEE JOURNAL (E/S)
(Million Market Newspapers)
333 W. State St.
Milwaukee 53201
(414) 224-2000
Nat'l adv: W. R. Just
Market: ADI 26/SMSA 25

OSHKOSH NORTHWESTERN (E/S)
224 State St.
Oshkosh 54901
(414) 235-7700
Nat'l adv: Jack Skoglind
Market: ADI 67/SMSA 136

RACINE JOURNAL TIMES (E/S)
(Branham)
212 4th St.
Racine 53403
(414) 634-3322
Nat'l adv: Thomas Parr
Market: ADI 26/SMSA 184

SHEBOYGAN PRESS (E)
(Landon)
Sheboygan 53082
(414) 457-7711
Nat'l adv: Robert Richter
Market: ADI 26

SUPERIOR EVENING TELEGRAM (E)
(Landon/Northwest Dailies)
1226 Ogden
Superior 54880
(715) 394-4411
Nat'l adv: Heather Peterson
Market: SMSA 131

WATERTOWN DAILY TIMES (E)
113-115 W. Main St.
Watertown 53094
(414) 261-4949
Nat'l adv: Phillip A. Strunz
Market: ADI 26

WAUKESHA FREEMAN (E)
200 Park Place
Waukesha 53187
(414) 542-2501
Nat'l adv: Robert Collins
Market: ADI 26/SMSA 25

WAUSAU MERRILL DAILY HERALD (E)†
(Branham)
PO Box 1286
Wausau 54401
(715) 842-2101
Nat'l adv: Tim Langenhahn

WEST BEND NEWS (E)
(American Newspaper Reps/USSPI)
100 S. 6th Ave.
West Bend 53095
(414) 338-0622
Nat'l adv: Fred H. Weiss
Market: ADI 26/SMSA 25

WISCONSIN RAPIDS DAILY TRIBUNE (E)†
(Branham)
220 1st Ave.
Wisconsin Rapids 54494
(715) 423-7200
Nat'l adv: Rosann Hesso

WYOMING

CASPER STAR TRIBUNE (M/S)†
(Branham)
PO Box 80
Casper 82602
(307) 237-8451
Nat'l adv: Mark Helwick

CHEYENNE WYOMING EAGLE (M)†
CHEYENNE WYOMING STATE TRIBUNE (E)†
CHEYENNE WYOMING TRIBUNE-EAGLE (S)†
(Branham)
110 E. 17th St.
Cheyenne 82001
(307) 634-3361
Nat'l adv: J. D. Reeves, Jr.

LARAMIE BOOMERANG (M/S)
(Branham)
314 S. 4th St.
Laramie 82070
(307) 742-2176
Nat'l adv: Jean Wonka
Market: ADI 22

WORLAND NORTHERN WYOMING DAILY NEWS (M)†
(Branham)
723 Robertson Ave.
Worland 82401
(307) 347-3241
Nat'l adv: Elmer Downing

ADDENDUM

The following newspaper was inadvertently omitted from the state listings:

PALO ALTO PENINSULA TIMES TRIBUNE (E)
(CWO&O)
245 Lytton Ave.
Palo Alto, CA 94302
(415) 326-1200
Nat'l adv: Al Foissotte
Market: ADI 5/SMSA 32

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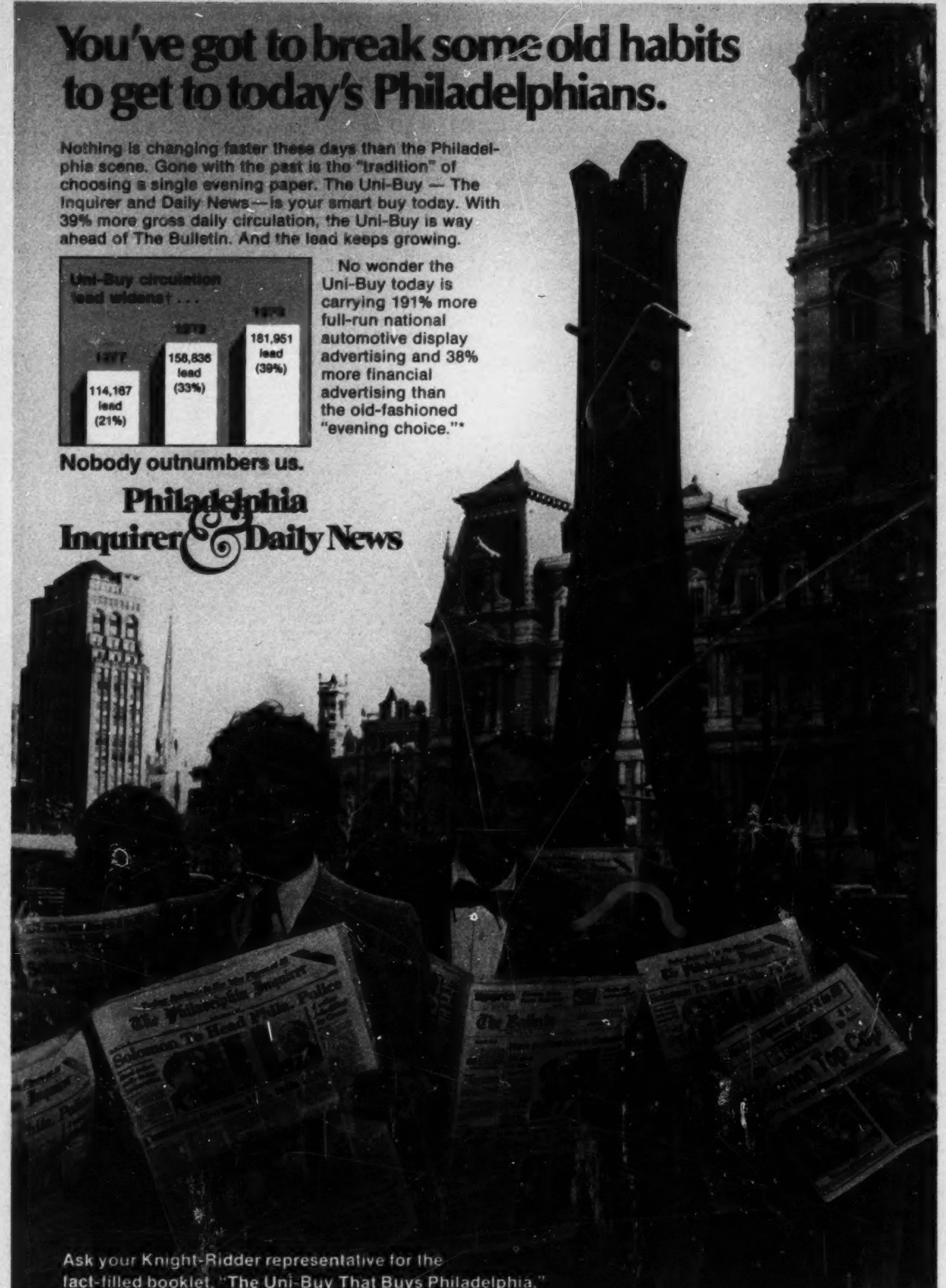
Uni-Buy circulation lead widens† . . .
1977
114,167 lead (21%)
1978
158,836 lead (33%)
1979
181,951 lead (39%)
The Philadelphia Inquirer
Solomon To Head Phila. Police
The Bulletin
Top Cop

You've got to break some old habits to get to today's Philadelphians.

Nothing is changing faster these days than the Philadelphia scene. Gone with the past is the "tradition" of choosing a single evening paper. The Uni-Buy — The Inquirer and Daily News—is your smart buy today. With 39% more gross daily circulation, the Uni-Buy is way ahead of The Bulletin. And the lead keeps growing.

No wonder the Uni-Buy today is carrying 191% more full-run national automotive display advertising and 38% more financial advertising than the old-fashioned "evening choice."*

Nobody outnumbers us.

Philadelphia Inquirer & Daily News

Ask your Knight-Ridder representative for the fact-filled booklet, "The Uni-Buy That Buys Philadelphia."

*Source: Media Records 1979, full-run. †ABC Publishers' Statements for 6 mos. ending 9/30 each year; computations by PNI Research Dept.

SECTION 3

NEWSPAPERS BY ADI

The following pages contain market-by-market listings of daily and Sunday papers within the top 100 ADI's as defined by Arbitron and ranked according to ABC's household counts.

Page 68—Alphabetical list of markets. Legend to data.

Page 70—Legend to rep firms.

Pages 69-113—ADI circulation data for dailies. The papers are listed according to the circulation within each market as supplied by the Audit Bureau of Circulations as of October 1979. Circulation for other newspapers was provided by the newspapers or their reps.

Significant spill-in circulation (5% market coverage or better) is indicated by listing the paper at the end of the market with a dash (—) preceding the data. Morning/evening combinations are listed with the morning and evening indented just below, in that order. Coverages are given for individual papers and then cumed for easy reference in building lists of papers to reach either circulation levels or penetration goals. Also given are open line rates, newsplan and group membership data. Newspapers expecting rate increases before 1981 are asterisked.

Data for combination buys is also included. Circulation for the groups was supplied by their reps and may be more recent than figures supplied by ABC for the individual papers. Group circulation is for paid dailies only, although weeklies may be part of the buy. A listing of groups with weekly circulation is on page 115.

Pages 114-115—Group key and weekly data.

Pages 116-146—Other buying characteristics for dailies, given in the same order as the circulation data. Includes lines per page, availability of Hi-Fi, Spectacolor, zone editions, total market coverage, co-op rate, availability of audience studies. Legend is on page 116.

Pages 147-164—ADI circulation data for Sunday papers. This year we have added the supp or comic distributed with the newspaper. Legend is on page 147.

INDEX TO TOP 100 ADI'S

Market	Rank
A	
Albany-Schenectady-Troy	45
Albuquerque	79
Atlanta	16
Austin, TX	92
B	
Baltimore	20
Baton Rouge	98
Birmingham	51
Boston	6
Bristol-Kingsport-Johnson City	84
Buffalo	28
Burlington-Plattsburgh	90
C	
Cedar Rapids-Waterloo	70
Charleston-Huntington	42
Charlotte	35
Chattanooga	76
Chicago	3
Cincinnati	25
Cleveland	9
Columbia, SC	95
Columbus, OH	32
D	
Dallas-Fort Worth	10
Davenport-Rock Island-Moline	75
Dayton	47
Denver	22
Des Moines	62
Detroit	7
E	
Evansville	87
F	
Flint-Saginaw-Bay City	57
Fort Wayne	96
Fresno	66
G	
Grand Rapids-Kalamazoo-Battle Creek	39
Green Bay	67
Greensboro-Winston Salem-High Point	54
Greenville-New Bern-Washington	94
Greenville-Spartanburg-Asheville	37
H	
Harrisburg-York-Lancaster-Lebanon	48
Hartford-New Haven	23
Houston	12
Huntsville-Decatur-Florence	99
I	
Indianapolis	19
J	
Jackson, MS	83
Jacksonville	68
Johnstown-Altoona	72
K	
Kansas City	27
Knoxville	60
L	
Lansing	97
Lexington	88
Lincoln-Hastings-Kearney	85
Little Rock	55
Los Angeles	2
Louisville	43
M	
Memphis	34
Miami	15
Milwaukee	26
Minneapolis-St. Paul	14
Mobile-Pensacola	61
N	
Nashville	30
New Orleans	36
New York	1
Norfolk-Portsmouth-Newport News-Hampton	50
O	
Oklahoma City	38
Omaha	65
Orlando-Daytona Beach	41
P	
Paducah-Cape Girardeau-Harrisburg	74
Peoria	89
Philadelphia	4
Phoenix	33
Pittsburgh	11
Portland-Poland Spring	78
Portland, OR	21
Providence	31
R	
Raleigh-Durham	44
Richmond	56
Roanoke-Lynchburg	64
Rochester, NY	69
S	
Sacramento-Stockton	24
Salt Lake City	46
San Antonio	49
San Diego	29
San Francisco	5
Seattle-Tacoma	18
Shreveport-Texarkana	58
Sioux Falls-Mitchell	93
South Bend-Elkhart	77
Spokane	71
Springfield-Decatur-Champaign	73
Springfield, MA	86
Springfield, MO	81
St. Louis	13
Syracuse	63
T	
Tampa-St. Petersburg	17
Toledo	59
Tucson	91
Tulsa	52
W	
Waco-Temple	100
Washington, DC	8
West Palm Beach	82
Wichita-Hutchinson	53
Wilkes Barre-Scranton	40
Y	
Youngstown	80

LEGEND TO DAILY NEWSPAPER CIRCULATION DATA

Market rankings and number of households: Estimated by ABC as of October, 1979.

Dagger (†): SMSA is in more than one ADI.

ABC: Audit Bureau of Circulations.

C: Certified Audit of Circulations.

V: Verified Audit Circulation.

S: Sworn publisher's statement.

Rep: National newspaper advertising representative. Key to code is on pages 70 and 167.

Edition: M = Morning; E = Evening; ME = Morning/evening combination; AD = All day.

Circulations: Circulation for ABC audited newspapers is as of October, 1979 based upon each paper's latest audit. Other circulation was supplied by the individual newspapers. Group circulation was supplied by the rep firms and therefore may be later than that given for individual newspapers. Spill-in circulation of 5% coverage or better is indicated by a dash (—) preceding the newspaper at the end of the market.

Coverage: Percent of household penetration.

Cumulative Coverage: The coverage figures for the individual newspapers in each market are cumed together for easy reference.

Open Line Rate: Rates supplied by the individual newspapers or their representatives. x = Newspaper is sold only in combination. Individual rates not available. z = Newspaper is sold in combination but individual paper's rate is available only on request from the publisher or representative. An asterisk (*) indicates that a rate increase is expected before the end of 1980.

Newsplan: Indicates whether or not a newspaper is part of NAB's Newsplan discount program. 1 = Newspaper went from flat rate to discount. 2 = Newsplan discount is greater than previous discount. 3 = Newsplan discount is the same as the previous discount. m = Modular units are required.

Group membership: Buying group(s) of which the newspaper is a member. A list of the groups and their assigned numbers are on pages 114 and 233.

Dash (—): None; not applicable; no information available.

Legend to newspaper reps is on page 70.
Index of newspaper groups is on page 114.

DAILY CIRCULATION IN 100 ADI'S

1. NEW YORK—6,495,500 hslds. (8.6% of U.S.)

SMSA's in ADI: New York (1), Nassau-Suffolk (11), Newark, NJ (16), Bridgeport-Stamford-Norwalk-Danbury (48), Jersey City (65), New Brunswick-Perth Amboy-Sayreville (71), Long Branch-Asbury Park (80), Paterson-Clifton-Passaic (84), Poughkeepsie (155)

Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
	ABC audited newspapers and group buys									
	New York Daily News	NY-WA-CW	M	1,815,441	1,622,603	25.0	25.0	11.29	2	——
	New York Times	NT	M	852,160	651,584	10.0	35.0	7.00	3	——
	New York Post	BN	E	617,556	610,003	9.4	44.4	6.15	—	——
	UNYT #158	NN	—	551,915	551,915	8.5	—	3.63	—	158
	Long Island Newsday	—	E	486,841	486,692	7.5	51.9	4.34	1m	——
	Newark Star-Ledger	NN	M	415,127	409,537	6.3	58.2	3.04	3	158
	Westchester-Rockland Newspapers #164	GT	—	235,620	234,913	3.6	—	2.83	—	164
	Northern New Jersey Newspaper Network #107	LA	—	231,597	228,761	3.5	—	2.49	—	107
	Jersey 2 (N.J.) #76	GT-SK-SF	—	169,571	168,908	2.6	—	1.624	—	76
	Bergen County (NJ) Record	SF	E	155,258	152,954	2.4	60.6	1.20	1	——
	Asbury Park Press	SF	E	99,699	99,459	1.5	62.1	.89	1	——
	D.A.M.N. Unit #174	BN	—	106,140	98,272	1.5	—	1.00	—	174
	Drukker Newspapers #44	DN	—	93,291	93,291	1.4	—	1.36	—	44
	Bridgeport Telegram, Post	LA	ME	94,730	86,629	1.3	63.4	.80	1	48
	Telegram	LA	M	18,478	16,590	.3	—	x	1	48
	Post	LA	E	76,252	70,039	1.1	—	x	1	48
	Passaic-Clifton Herald-News	DN	E	77,734	77,345	1.2	64.6	1.19	3	44
	Staten Island Advance	NN	E	72,260	71,619	1.1	65.7	.80	3	158
	Jersey City Journal	NN	E	72,938	70,778	1.1	66.8	.66	1	158
	Middletown-Port Jervis Unit #89	BN	—	71,655	69,668	1.1	—	.80	—	89
	Middletown Times Herald-Record	BN	M	65,308	64,829	1.0	67.8	.56	1	——
	Paterson News	LA	ME	63,443	62,664	1.0	68.8	.79	2	——
	News	LA	M	31,244	30,600	.5	—	x	2	——
	News	LA	E	32,199	32,064	.5	—	x	2	——

The Star-Ledger

Number 1
in New Jersey

Circulation: 408,038 daily, 563,120 Sunday.
No other New Jersey newspaper
even comes close.

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A Newhouse Newspaper

Source: Publisher's Statement 9/30/79

NEW YORK CONTINUED	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Bridgewater Courier News	GT-SF	E	59,032	58,874	.9	69.7	.65*	1	76
New Brunswick Home News	SK-SF	E	57,966	57,637	.9	70.6	.70	1	76
Perth Amboy Woodbridge News-Tribune	SF	E	52,274	52,097	.8	71.4	.62*	1	76
Elizabeth Daily Journal	LA	E	51,490	51,264	.8	72.2	.785	1	107
Rockland Journal News	GT	E	47,312	47,166	.7	72.9	z	1m	164
Morristown Daily Record	LA	E	48,027	46,486	.7	73.6	.67	1	107
Union City Dispatch	LA	M	47,309	46,415	.7	74.3	.57	1	107
White Plains Reporter Dispatch	GT	E	45,182	45,100	.7	75.0	z	1m	164
Poughkeepsie Journal	GT	E	40,206	40,063	.6	75.6	.63*	1	164
Yonkers Herald Statesman	GT	E	39,753	39,641	.6	76.2	z	1m	164
Westchester Today	GT	M	33,910	33,910	.5	76.7	z	1m	164
Danbury News-Times	BN	E	38,843	33,443	.5	77.2	.60	1	——
Red Bank Register	LA	E	31,255	31,080	.5	77.7	.43	1	——
Newburgh Evening News	TN	E	25,806	25,704	.4	78.1	.38	—	——
Toms River Ocean County Times-Observer	LA-US	M	24,147	24,012	.4	78.5	.35	1	159
Hudson Valley Newspaper Network #74	LA	—	34,830	22,195	.3	—	.51	—	74
Norwalk Hour	LA	E	21,466	21,270	.3	78.8	.39*	—	48
Kingston Freeman	LA	E	21,241	20,973	.3	79.1	.38	1m	74
Dover Advance	DN	E	18,389	17,809	.3	79.4	.57	—	44
Newton New Jersey Herald	LA	E	16,861	16,218	.2	79.6	.32	1m	107
New Rochelle Standard Star	GT	E	15,976	15,781	.2	79.8	z	1m	164
Mt. Vernon Argus	GT	E	14,058	14,003	.2	80.0	z	1m	164
Port Chester Daily Item	GT	E	13,425	13,382	.2	80.2	z	1m	164
Peekskill Evening Star	GT	E	12,630	12,565	.2	80.4	.24*	1m	164
Mamaroneck Daily Times	GT	E	8,575	8,539	.1	80.5	z	1m	164
Ossining Citizen Register	GT	E	8,285	8,256	.1	80.6	z	1m	164
Tarrytown Daily News	GT	E	5,937	5,896	.1	80.7	z	1m	164
Port Jervis Union-Gazette	BN	E	5,080	4,839	.1	80.8	.21	1	89
Other newspapers and group buys									
FCD (Fairfield County Dailies) #48 (A-S)	LA	—	159,080	154,164	—	—	1.84	—	48
Stamford Advocate (S)[1]	LA	E	30,394	—	—	—	.55	1	48
New York ADI USSPI Group #159 (A-C)	US	—	24,659	24,529	—	—	14.48	—	159
New Jersey North USSPI Group #159 (A-C)	US	—	24,659	24,529	—	—	11.30	—	159

2. LOS ANGELES—3,943,809 hslds. (5.2% of U.S.)

SMSA's in ADI: Los Angeles-Long Beach (2), Anaheim-Santa Ana-Garden Grove (18), Riverside-San Bernardino-Ontario (28)†, Oxnard-Simi Valley-Ventura (86), Bakersfield (104)†

ABC audited newspapers and group buys									
Los Angeles Times	LT-LC	M	1,022,899	933,271	23.7	23.7	5.86	1m	——
Los Angeles Herald-Examiner	HS	E	306,799	290,449	7.4	31.1	3.90	2	——
Orange County Metro Group (CA) #110	SK	—	225,749	225,240	5.7	—	1.78	—	110

[1] Now an ABC-audited newspaper.

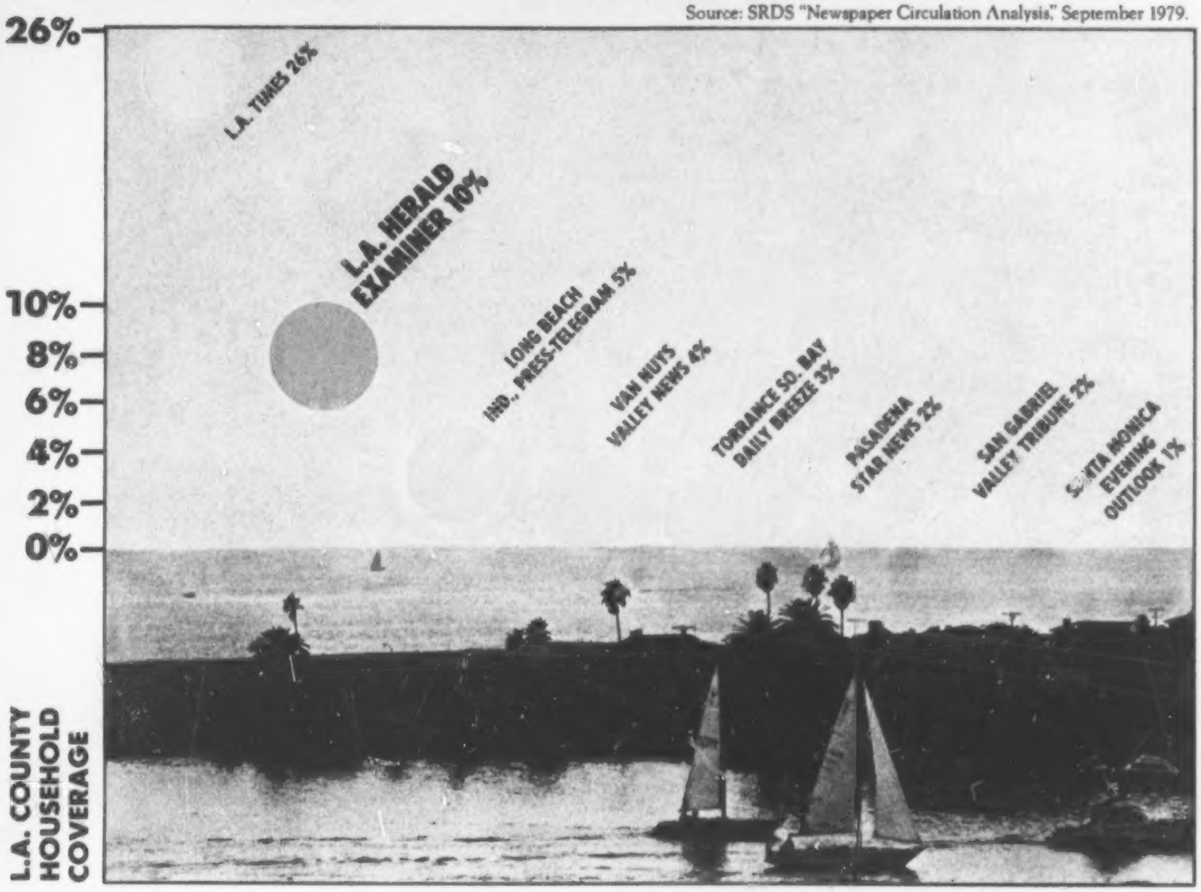
LEGEND TO NEWSPAPER REPS

AD	Arkansas Dailies
AN	American Newspaper Representatives
AP	Amalgamated Publishers
BN	Branham Newspaper Sales
CN	California Newspaper Markets
CS	Chicago Sun-Times/News
CT	Chicago Tribune
CW	Cresmer, Woodward, O'Mara & Ormsbee
DN	Drukker Newspapers
GA	General Advertising Service
GN	Georgia Newspaper Service
GT	Gannett Newspaper Sales
HH	Harte-Hanks Texas Group
HS	Hearst Advertising Service
ID	Iowa Daily Press Assn.
IN	Independent Newspaper Markets
KR	Knight-Ridder Newspaper Sales
LA	Landon Associates
LC	The Leonard Co.
LT	Los Angeles Times
MM	Mid-South Mississippi Dailies
MN	Million Market Newspapers
MP	Missouri Press Service
MR	Metropolitan Publishers Representatives
ND	Northwest Dailies
NE	Newsday
NN	Newhouse Newspapers—Metro-Suburbia
NT	New York Times
NY	New York News
NX	Nixon Newspapers
OS	Ohio Newspaper Service
PF	Publishers' Representatives of Florida
RH	Robert Hitchings & Co.
SD	Southwest Dailies
SF	Sawyer-Ferguson-Walker Co.
SK	Story & Kelly-Smith
TN	Thomson Newspapers
TP	Texas Daily Press League
US	U.S. Suburban Press
WA	Western States Associates
WD	Western Dailies

For Rep Directory see page 357.

TO COVER THE NATION'S SECOND LARGEST MARKET YOU NEED ITS SECOND LARGEST PAPER.

Source: SRDS "Newspaper Circulation Analysis," September 1979.



Last year, Los Angeles outshined New York and moved right behind Chicago as the nation's second largest market. This was the result of an 11% jump in retail sales, to $30 billion.*

That's a lot of money to spend. And every day the Herald Examiner reaches nearly 700,000 of the people who spend it. People you'll need if you're planning a 50–60% household coverage goal.

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*Source: Sales Management's Survey of Buying Power, July 1979.

THE LOS ANGELES
HERALD EXAMINER

Represented by Hearst Advertising Service

LOS ANGELES CONTINUED

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Santa Ana Register	SK	ME	207,173	206,179	5.2	36.3	1.59	1	110
Register	SK	M	94,506	93,757	2.4	—	x	1	110
Register	SK	E	112,667	112,422	2.9	—	x	1	110
Long Beach Independent, Press Telegram	KR	ME	139,254	139,073	3.5	39.8	1.37*	1	——
Independent	KR	M	63,479	63,298	1.6	—	x	1	——
Press Telegram	KR	E	75,775	75,775	1.9	—	x	1	——
CLAN (Combined Los Angeles Newspapers) #34	—	—	139,015	139,015	3.5	—	1.25	—	34
Los Angeles Daily Breeze	SF	E	81,382	81,300	2.1	41.9	.97	1	34
San Bernardino Sun	GT	M	79,982	78,268	2.0	43.9	.88	1	——
Riverside Enterprise, Press	SF	ME	98,683	74,166	1.9	45.8	.96	1	——
Enterprise	SF	M	64,502	48,467	1.2	—	.72	1	——
Press	SF	E	34,181	25,699	.7	—	.72	1	——
Pomona-Ontario Group #119	WD	—	71,797	71,797	1.8	—	.80	—	119
West Covina San Gabriel Valley Tribune	CW	ME	67,070	66,988	1.7	47.5	.82	—	——
Tribune	CW	M	10,256	10,256	.3	—	x	—	——
Tribune	CW	E	56,814	56,732	1.4	—	x	—	——
Ventura County/Thousand Oaks Group #65	WD	—	58,042	58,042	1.5	—	.65	—	65
Pasadena Star News	KR	AD	53,215	52,827	1.3	48.8	.86*	3	——
Orange Coast Daily Pilot	CW	E	44,974	44,842	1.1	49.9	.60	—	——
Pomona Progress-Bulletin	WD	ME	43,483	43,273	1.1	51.0	.55*	1	119
Progress-Bulletin	WD	M	3,282	3,269	.1	—	x	1	119
Progress-Bulletin	WD	E	40,201	40,004	1.0	—	x	1	119
Southeast Los Angeles County Group #136	BN	—	41,434	41,372	1.0	—	.68	—	136
Ventura County Star-Free Press	WD	E	38,509	38,256	1.0	52.0	.39*	—	——
Santa Monica Evening Outlook	CW-US	E	36,774	36,706	.9	52.9	.635*	3	——
Ontario Daily Report	WD	E	32,221	31,847	.8	53.7	.45	1	119
Los Angeles La Opinion	—	M	30,497	27,803	.7	54.4	.48*	2	——
Fullerton Daily News Tribune	WD-US	E	23,317	23,239	.6	55.0	.34*	1m	——
Oxnard Press Courier	LA-TN	E	21,431	21,352	.5	55.5	.32	—	——
Glendale News Press	LA	E	19,762	19,705	.5	56.0	.22	1	58
Whittier News	BN	E	19,448	19,394	.5	56.5	.32	1	136
Thousand Oaks News Chronicle	WD	E	17,377	17,254	.4	57.0	.29	—	65
Anaheim Bulletin	SK	E	14,727	14,648	.4	57.3	z	1	110
Huntington Park Signal	BN	E	14,501	14,489	.4	57.7	.28	1	136
San Pedro News-Pilot	SF	E	14,436	14,404	.4	58.1	.97	2	34
Los Angeles Daily Journal	—	M	16,494	12,968	.3	58.4	.35	—	——
Victor Valley Press	WD	E	12,708	12,451	.3	58.7	.26	1	——
Burbank Review	LA	E	9,202	9,164	.2	58.9	.22	1	58
Antelope Valley Daily Ledger-Gazette	TN-BN	E	9,059	8,484	.2	59.2	.19	—	——
Camarillo Daily News	—	M	7,488	7,408	.2	59.3	.29*	1m	——
San Clemente Sun-Post	LA-US	E	7,234	7,052	.2	59.5	.21	—	159
Downey Southeast News & Downey Champion	BN	E	6,773	6,765	.2	59.7	.23	1	136
La Habra-Brea Star Progress	SK	E	4,994	4,960	.1	59.8	z	1	110
Other newspapers and group buys									
Los Angeles Valley News (V)	SF	M	229,800	229,800	—	—	1.40	2	——
Los Angeles USSPI Group #159 (A-V-C)	US	—	33,809	33,746	—	—	5.59	—	159
Anaheim USSPI Group #159 (A-V)	US	—	30,191	29,981	—	—	2.97	—	159
Simi Valley Enterprise (S)[1]	—	E	13,500	—	—	—	.29*	1m	——
Barstow Desert Dispatch (S)	—	E	7,660	—	—	—	.19	—	——

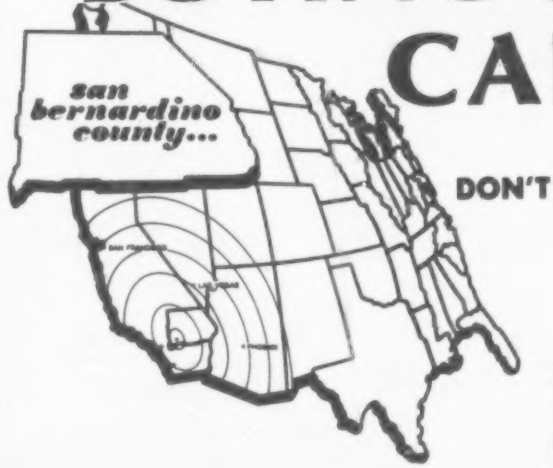
3. CHICAGO—2,868,800 hslds. (3.8% of U.S.)

SMSA's in ADI: Chicago (3), Gary-Hammond-East Chicago (64), Kenosha (224), Kankakee (253)

ABC audited newspapers and group buys									
Chicago Tribune	CT-WA	AD	757,712	670,067	23.4	23.4	5.97	2	——
Chicago Sun-Times	CS	M	595,333	587,566	20.5	43.9	5.18*	2	——
Gary Hammond Newspaper Unit #56	KR	—	148,370	148,335	5.2	—	1.58	—	56
Greater Chicago Newspapers #64	SF	—	137,713	136,600	4.8	—	1.74	—	64
Gary Post Tribune	KR	E	82,383	82,130	2.9	46.8	.89	1	56
Hammond Times	KR	E	66,940	66,705	2.3	49.1	.79*	2	——

[1] ABC audit pending.

CHICAGO CONTINUED	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Chicago Suburban Paddock Newspapers #33	US	—	57,148	56,785	2.0	—	1.40	—	33
Joliet Herald-News	SF	E	50,540	50,217	1.8	50.9	.65	—	64
Aurora Beacon-News	SF	E	42,865	42,669	1.5	52.4	.63	1	64
Waukegan News-Sun	—	E	42,510	41,865	1.5	53.9	.45*	2	——
Elgin Courier-News	SF	E	37,612	37,214	1.3	55.2	.61	—	64
Kankakee Daily Journal	LA	E	33,778	32,781	1.1	56.3	.44	—	——
Kenosha News	BN	E	31,689	30,959	1.1	57.4	.47*	—	——
Chicago Defender	AP	M	19,312	18,490	.6	58.0	.65	—	——
Michigan City News Dispatch	LA	E	18,245	16,855	.6	58.6	.30	1	176
Ottawa Daily Times	LA	E	14,191	13,536	.5	59.1	.23	1	——
Arlington Heights Herald	US	M	12,670	12,576	.4	59.5	z	1	33-159
La Porte Herald-Argus	LA	E	13,375	12,452	.4	59.9	.30	—	——
La Salle News-Tribune	LA	E	20,763	12,345	.4	60.3	.35	1	——
Rockford Area Newspaper Network #127	LA	—	49,461	11,475	.4	—	.88	—	127
De Kalb Daily Chronicle	LA	E	11,500	11,202	.4	60.7	.32	1	127-106
Northern Illinois Newspaper Network #106	LA	—	49,803	11,202	.4	—	.90	—	106
Streator Times-Press	LA	E	11,760	9,958	.3	61.0	.22	1	——
Mount Prospect Daily Herald	US	M	9,157	9,109	.3	61.3	z	1	33-159
Crystal Lake Herald	—	E	8,821	8,430	.3	61.6	.28*	1	——
Pontiac Daily Leader	—	E	8,586	7,569	.3	61.9	.22*	1	——
Hoffman Estates Daily Herald	US	M	7,383	7,325	.3	62.2	z	1	33-159
Palatine Daily Herald	US	M	6,625	6,559	.2	62.4	z	1	33-159
Wheaton Daily Journal	SF	E	6,287	6,224	.2	62.6	.36	—	64
Hanover Park Daily Herald	US	M	3,860	3,857	.1	62.7	z	1	33-159
Elk Grove Village Daily Herald	US	M	3,781	3,710	.1	62.8	z	1	33-159
Des Plaines Daily Herald	US	M	3,382	3,375	.1	62.9	z	1	33-159
Rolling Meadows Daily Herald	US	M	3,024	3,005	.1	63.0	z	1	33-159
Buffalo Grove Daily Herald	US	M	2,604	2,537	.1	63.1	z	1	33-159
Wheeling Daily Herald	US	M	1,935	1,900	.1	63.2	z	1	33-159
Other newspapers and group buys									
Chicago USSPI Group #159 (A-V-C)	US	—	66,408	66,044	—	—	7.72	—	159
Chicago Daily Southtown Economist (V)	US	M	39,518	—	—	—	.47	2	——
Valparaiso Vidette-Messenger (S)	LA	E	13,102	—	—	—	.22*	1	——
Woodstock Daily Sentinel (S)	—	E	8,363	—	—	—	.19*	1	——
Watseka Times-Republic (S)	—	E	3,300	—	—	—	.15	y	——



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Less than 10% coverage by any Los Angeles daily newspaper

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San Bernardino
Gannett Newspaper Advertising Sales

newsplan

Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
4.	**PHILADELPHIA**—2,392,700 hslds. (3.2% of U.S.)									
	SMSA's in ADI: Philadelphia (4), Allentown-Bethlehem-Easton (59)†, Wilmington, DE (75)†, Reading (112), Trenton (113), Atlantic City (154), Vineland-Millville-Bridgeton (206)									
	ABC audited newspapers and group buys									
	Philadelphia Inquirer, News	KR	ME	644,283	613,712	25.6	25.6	6.85	3	——
	Inquirer	KR	M	416,605	388,753	16.2	—	5.30	3	——
	News	KR	E	227,678	224,959	9.4	—	3.07	3	——
	Philadelphia Bulletin	MN	E	500,059	492,966	20.6	46.2	6.21*	3	——
	Bucks Burlington Group #17	LA	—	129,208	124,205	5.2	—	1.94	—	17
	Camden Courier-Post	GT	E	122,535	121,833	5.1	51.3	1.20	1	——
	Allentown Call, Chronicle	SK	ME	125,328	115,173	4.8	56.1	1.015	1	——
	Call	SK	M	102,813	92,774	3.9	—	.91	1	——
	Chronicle	SK	E	22,515	22,399	.9	—	.355	1	——
	Wilmington News, Journal	GT	ME	132,203	114,958	4.8	60.9	1.75	1	——
	News	GT	M	48,281	39,736	1.7	—	1.45	1	——
	Journal	GT	E	83,922	75,222	3.1	—	1.68	1	——
	Reading Times, Eagle	SK	ME	85,878	82,404	3.4	64.3	.65	—	——
	Times	SK	M	41,846	39,281	1.6	—	x	—	——
	Eagle	SK	E	44,032	43,123	1.8	—	x	—	——
	Atlantic City Press	SF	M	70,544	67,002	2.8	67.1	.57	1	——
	Trenton Times	SK	E	71,922	65,499	2.7	69.8	1.00	—	——
	Levittown Bucks County Courier Times	LA	E	60,984	60,805	2.5	72.3	.86	—	140-17-115
	Trenton Trentonian	LA	M	64,009	59,802	2.5	74.8	.72	1	——
	Easton Wilson Express	SK	E	52,346	45,095	1.9	76.7	.47	1	——
	Delaware County Daily Times	LA-RH	E	44,097	43,848	1.8	78.5	.79	1	140
	Willingboro Burlington County Times	LA-RH	E	40,675	40,495	1.7	80.2	.68	—	17-140
	Bethlehem Globe-Times	LA	E	34,846	34,584	1.4	81.6	.35*	—	115
	West Chester Daily Local News	LA	E	34,145	33,683	1.4	83.0	.50*	1	140-115
	Norristown Times Herald	RH-LA	E	31,368	31,128	1.3	84.3	.49	—	140
	Pottstown Mercury	LA	M	30,116	29,905	1.2	85.5	.47	1	140
	Woodbury Gloucester County Times	LA-HH	E	25,087	24,971	1.0	86.5	.49	1m	140-137
	Doylestown Intelligencer	LA-RH	E	23,161	22,905	1.0	87.5	.52	—	140-17-115
	Lansdale Reporter	LA-US-RH	E	19,559	19,435	.8	88.3	.38*	—	140-159-115
	Vineland Times Journal	LA	E	16,829	16,714	.7	89.0	.39	—	137
	Bridgeton Evening News	LA	E	12,240	11,957	.5	89.5	.19	2	137
	Coatesville Record	LA	E	8,292	7,974	.3	89.8	.28	1	140-115-159
	Quakertown Free Press	LA-US	E	7,607	7,460	.3	90.1	.39	1	140-115-159
	Phoenixville Evening Phoenix	LA-RH	E	7,166	7,109	.3	90.4	.26*	--	——
	Millville Daily	LA	E	6,673	6,568	.3	90.7	z	—	137
	Other newspapers and group buys									
	Pennsylvania Newspaper Network #115 (A-S)	LA	—	990,896	232,041	--	—	15.68	—	115
	SPAN (Suburban Phila. Area Newspapers) #140 (A-S)	LA	—	378,997	375,647	—	—	5.28	—	140
	Southern New Jersey Newspaper Network #137 (A-C)	LA	—	71,803	70,415	—	—	1.35	—	137
	Philadelphia USSPI Group #159 (A-C)	US	—	52,300	51,866	—	—	5.30	—	159
	Wilmington USSPI Group #159 (A-C)	US	—	10,782	10,782	—	—	.82	—	159
	Hatboro Today's Spirit (C)	US	M	7,639	7,639	—	—	.45	—	159
	King of Prussia Today's Post (C)	US	M	7,508	7,508	—	—	.45	—	159

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The 1979 Belden Study of Shoppers Who Read Philadelphia Newspapers is providing "landmark" findings for advertisers searching for a quality audience.

It compares daily "at home" readers versus "out of home" readers.

With these results:

"At home" readers spend 26% more time with their newspapers.

"At home" readers are more involved with their newspapers — take specific action like clipping an ad or coupon. (84% versus 70%).

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"At home" readers make more trips to advertiser stores. (73% versus 58%).

58% of all shoppers who read a Philadelphia newspaper at home read The Bulletin.

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That's "House Power." And in Philadelphia, only The Bulletin has it.

"Keep on delivering shoppers, Bulletin. That's why you're Number One."

The Bulletin

Morning. Evening. Weekend. Sunday.

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Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
5.	**SAN FRANCISCO**—1,841,233 hslds. (2.4% of U.S.)									
	SMSA's in ADI: San Francisco-Oakland (7)†, San Jose (32), Vallejo-Fairfield-Napa (123)†, Santa Rosa (124)									
	ABC audited newspapers and group buys									
	San Francisco Chronicle, Examiner	SF	ME	648,038	524,163	28.5	28.5	5.49	1	—
	Chronicle	SF	M	491,396	378,933	20.6	—	4.54	1	—
	Examiner	SF	E	156,642	145,230	7.9	—	4.54	1	—
	San Jose Mercury, News	KR	ME	212,657	199,987	10.9	39.4	1.82	3	—
	Mercury	KR	M	145,062	132,549	7.2	—	z	3	—
	News	KR	E	67,595	67,438	3.7	—	z	3	—
	Golden Gate Suburban Group #59	CN-WD	—	165,863	165,863	9.0	—	2.16	—	59
	Oakland Tribune	GT	ME	164,481	160,514	8.7	48.1	1.55	1	—
	Tribune	GT	M	26,010	23,828	1.3	—	x	1	—
	Tribune	GT	E	138,471	136,686	7.4	—	x	1	—
	Palo Alto Peninsula Times Tribune[1]	CW	E	64,245	63,946	3.5	51.6	.89*	1	—
	Santa Rosa Press Democrat	LA	E	58,771	58,515	3.2	54.8	.68	1	—
	San Rafael Independent Journal	CN-WD	E	45,326	45,155	2.5	57.3	.60	1	59
	San Mateo Times & News Leader	WD-CN	E	43,568	43,336	2.4	59.7	.64	2	59
	Hayward Daily Review	—	E	39,116	39,014	2.1	61.8	.61	—	59
	Richmond-Berkeley Independent & Gazette	LA-US	E	32,493	31,416	1.7	63.5	.61	—	159
	Napa Register	—	E	19,634	19,398	1.1	64.6	.31*	—	—
	Fremont-Newark Argus	—	M	16,517	16,457	.9	65.5	.36*	—	59
	Vallejo Times Herald	WD	M	26,738	14,514	.8	66.3	.43	1m	160
	Livermore Tri-Valley Herald	—	M	12,819	12,757	.7	67.0	.33*	—	59
	Petaluma Argus-Courier	—	E	8,708	8,555	.5	67.5	.27*	—	—
	Other newspapers and group buys									
	San Francisco USSPI Group #159 (A-V)	US	—	225,361	224,800	—	—	8.06	—	159
	CCC (Contra Costa County Group) #19 (A-V)	CW-US	—	157,729	157,638	—	—	1.55	—	19
	Walnut Creek Contra Costa Times (V)	US-CW	M	100,143	100,143	—	—	.90	—	—
	Pleasanton Valley Times (V)	US-CW	M	30,312	30,312	—	—	.35	—	19-159
	Vallejo/Martinez Group #160 (A-S)	WD	—	29,728	5,908	—	—	.53	—	160
	Pittsburg Post Dispatch (V)	CW	E	12,535	—	—	—	.24*	—	19
	Martinez News Gazette (V)	US	M	10,201	10,201	—	—	.15	—	159-160
	Ukiah Daily Journal (S)	—	E	8,900	—	—	—	.20*	1m	—
	Alameda Times Star (V)	BN	M	8,858	—	—	—	.30	—	—
	San Francisco Daily Commercial News (S)	—	M	8,200	—	—	—	.66*	—	—
6.	**BOSTON**—1,818,200 hslds. (2.4% of U.S.)									
	SMSA's in ADI: Boston-Lowell-Brockton-Lawrence-Haverhill (6), Worcester-Fitchburg-Leominster (62), Manchester-Nashua (142)									
	ABC audited newspapers and group buys									
	BAND (Boston Area Newspaper Dailies) #11	LA	—	568,430	554,430	30.5	—	5.30	—	11
	Boston Globe[2]	MN	AD	467,348	435,292	23.9	23.9	3.70	3m	—
	Boston Herald American	HS	M	286,101	248,615	13.7	37.6	2.99	3	—
	Worcester Telegram, Gazette	CW	ME	144,259	142,764	7.9	45.5	1.68*	3	—
	Telegram	CW	M	55,119	54,270	3.0	—	1.00	3	—
	Gazette	CW	E	89,140	88,494	4.9	—	1.46	3	—

[1] Redwood City Tribune and Palo Alto Times merged in April, 1979 to become the Palo Alto Peninsula Times Tribune.

[2] Circulation is based on combined morning/evening figures. The Boston Globe is now an all day newspaper.

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BOSTON CONTINUED	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Quincy Patriot-Ledger	LA	E	75,416	75,141	4.1	49.6	.85	1	11
Lowell Sun	SK	E	54,299	54,013	3.0	52.6	.56	1	11
Brockton Enterprise	LA	E	57,391	52,686	2.9	55.5	.56	1	11
Lawrence Eagle-Tribune	SK	E	50,619	50,261	2.8	58.3	.51	1	11
Manchester Union Leader	SF	AD	64,477	49,873	2.7	61.0	.79	1	——
Middlesex News	LA	E	44,157	43,855	2.4	63.4	.50	1	11
Salem Evening News	LA	E	30,669	30,419	1.7	65.1	.55*	1m	11
Lynn Daily Evening Item	LA-US	E	30,664	30,301	1.7	66.8	.43*	1	11-159
Nashua Telegraph	LA	E	25,868	25,588	1.4	68.2	.33	1	11
Fitchburg-Leominster Sentinel & Enterprise	TN	E	24,404	24,223	1.3	69.5	.32	—	11
Haverhill Gazette	LA	E	19,570	19,469	1.1	70.6	.37	—	11
Concord Monitor	LA	E	18,707	17,880	1.0	71.6	.26	1	——
Dover Foster's Daily Democrat	LA	E	18,932	16,448	.9	72.5	.28	1	11
Waltham News-Tribune	LA	E	13,988	13,880	.8	73.3	.34	1m	——
Portsmouth Herald	TN	E	18,708	13,417	.7	74.0	.27	—	11
Milford Daily News	LA	E	13,152	13,024	.7	74.7	.24	1	11
Keene Sentinel	LA	E	12,416	11,992	.7	75.4	.22	1	11-77
Gloucester Times	US	E	11,942	11,617	.6	76.0	.29	—	159
Dedham Daily Transcript	LA-US	E	10,591	10,489	.6	76.6	.44	1	11
Newburyport Daily News	—	E	9,719	9,574	.5	77.1	.29*	1	11
Peabody Times	US	E	4,943	4,911	.3	77.4	.29*	—	159
Other newspapers and group buys									
Providence Area Newspaper Network #122 (A-S)	LA	—	176,309	12,027	—	—	2.40	—	122
Boston USSPI Group #159 (A-C)	US	—	146,951	145,530	—	—	5.14	—	159
K.N.L. Newspapers #77 (A-S)	LA	—	31,080	18,276	—	—	.42	—	77
3-M Newspaper Network #149 (C)	LA-US	—	25,000	20,000	—	—	.50	—	149
Woburn Daily Times (C)	US	E	11,000	—	—	—	.21	1	——
Malden Evening News (C)	LA-US	E	8,782	—	—	—	.28	1	149-159
Brattleboro Reformer (S)	LA	E	8,200	—	—	—	.19	1	——
Gardner News (S)[1]	LA	E	7,684	—	—	—	.21	—	——
Medford Daily Mercury (C)	LA-US	E	7,181	—	—	—	.25	1	149-159
Wakefield Daily Item (S)	—	E	7,100	—	—	—	.21	—	——
Athol Daily News (S)	—	E	5,472	—	—	—	.19	—	——
Clinton Daily Item (S)	LA	E	4,800	—	—	—	.16*	1	——
Melrose Evening News (C)	LA-US	E	2,004	—	—	—	.21	1	149-159

[1] Now an ABC-audited newspaper.

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it's Lowell
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7. DETROIT—1,593,500 hslds. (2.1% of U.S.)
SMSA's in ADI: Detroit (5), Toledo (51)†, Ann Arbor (147)

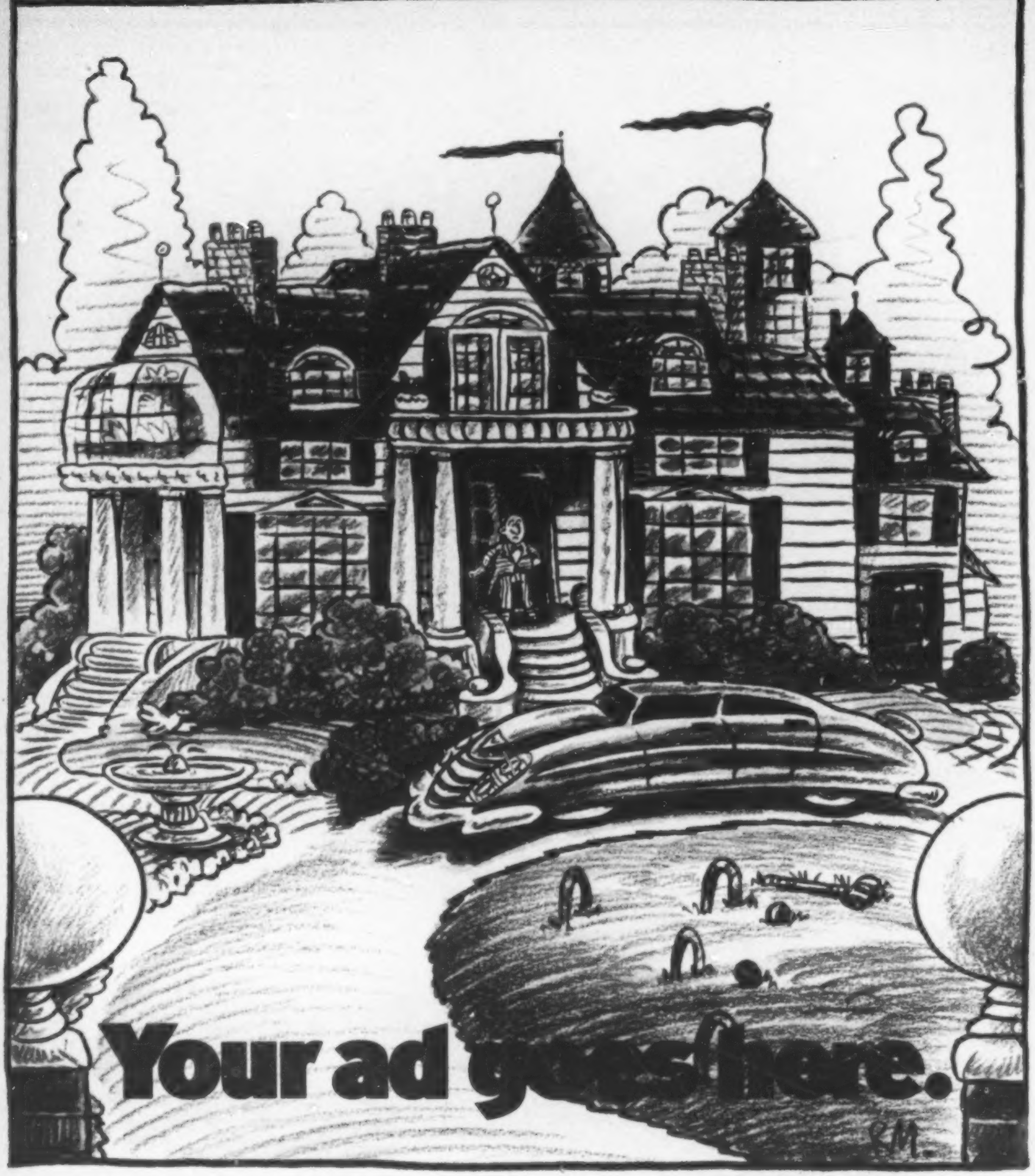
Rank ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Detroit News	MN	E	631,390	607,108	38.1	38.1	4.96	2	——
Detroit Free Press	KR	M	615,168	471,914	29.6	67.7	4.47	3	——
Detroit Area Newspaper Network #43	LA	—	107,069	107,069	6.7	—	1.10	—	43
Pontiac Oakland Press	CW	E	75,805	75,472	4.7	72.4	.82	1m	——
Royal Oak Tribune	LA	E	51,083	50,702	3.2	75.6	.55	1	43
Macomb Daily	LA	E	44,415	44,173	2.8	78.4	.70*	1m	43
Ann Arbor-Jackson Group #5	NN	—	80,938	41,960	2.6	—	1.26	—	5
Booth Newspaper Group #15	NN	—	512,621	41,960	2.6	—	5.73	—	15
Ann Arbor News	NN	E	42,450	41,693	2.6	81.0	.70	1	15
Gannett Michigan #55	GT	—	139,558	31,964	2.0	—	1.802	—	55
Port Huron Times Herald	GT	E	31,412	30,878	1.9	82.9	.48*	1	55
Monroe Evening News	—	E	26,330	25,767	1.6	84.5	.34	1	——
Ypsilanti Press	BN	E	15,468	15,402	1.0	85.5	.39	1	——
Other newspapers and group buys									
Detroit USSPI Group #159 (A-C)	US	--	105,647	105,073	—	—	6.22	—	159

8. WASHINGTON, DC—1,364,800 hslds. (1.8% of U.S.)
SMSA's in ADI: Washington, DC (8)

Rank ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Washington Post	SF	M	560,459	510,881	37.4	37.4	5.55	2m	——
Washington Star	MN	E	328,868	319,012	23.4	60.8	3.65	3	——
Maryland Newspaper Network #83	LA	—	115,642	58,562	4.3	—	2.26	—	83
Mason/Dixon Newspaper Network #84	LA-GT	—	88,182	58,242	4.3	—	1.15	—	84
Hagerstown Herald, Mail	SK	ME	42,675	42,043	3.1	63.9	.56	3	——
Herald	SK	M	17,805	17,504	1.3	—	x	3	——
Mail	SK	E	24,870	24,539	1.8	—	x	3	——
Shenandoah Valley Newspaper Network #179	LA	—	92,132	35,382	2.6	—	1.02	—	179
Cumberland News, Times	LA	ME	34,273	30,371	2.2	66.1	.37	—	83-28
News	LA	M	13,872	11,540	.8	—	x	—	83-28
Times	LA	E	20,401	18,831	1.4	—	x	—	83-28
Frederick Post, News	LA	ME	31,551	28,191	2.1	68.2	.35	—	83-84
Post	LA	M	18,365	15,442	1.1	—	x	—	83-84
News	LA	E	13,186	12,749	.9	—	x	—	83-84
Fredericksburg Free Lance-Star	LA	E	26,965	23,476	1.7	69.9	.42	—	161
Winchester Evening Star	LA	E	19,122	17,865	1.3	71.2	.27	—	161-179
Potomac News	US	E	17,158	17,077	1.3	72.5	.35	—	159
West Virginia Newspaper Group #165	LA	—	154,175	16,103	1.2	—	2.09	—	165
Alexandria Gazette	LA	E	15,603	15,317	1.1	73.6	.40*	—	161-142
Northern Virginia Daily	LA	M	13,847	12,848	.9	74.5	.20	—	179-161
Waynesboro Record Herald	LA	E	10,792	10,381	.8	75.3	.20	—	——
Other newspapers and group buys									
Virginia Newspaper Network #161 (A-S)	LA	—	296,198	112,682	—	—	5.13	—	161
Suburban Washington Area Newspapers #142 (A-V-S)	LA	--	75,601	305,848	—	—	1.88	—	142
Washington USSPI Group #159 (A-V-C)	US	—	18,029	17,944	—	—	3.24	—	159
Manassas Journal Messenger (S)	LA	E	10,825	—	—	—	.23*	3	——
Keyser Daily News Tribune (S)	AN	E	6,051	—	—	—	.18*	1	——

9. CLEVELAND—1,327,400 hslds. (1.8% of U.S.)
SMSA's in ADI: Cleveland (17), Akron (60), Canton (94)†, Lorain-Elyria (145), Mansfield (217)

Rank ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Cleveland Plain Dealer	NN	M	382,239	359,266	27.1	27.1	2.25	3	——
Cleveland Press	SK	E	305,877	305,205	23.0	50.1	2.10	2	——
Akron Beacon Journal	KR	E	168,108	167,340	12.6	62.7	1.82	1	——



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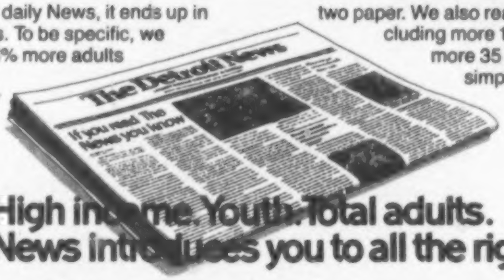
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CLEVELAND CONTINUED

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Horvitz Newspapers #73	BN	—	145,167	136,148	10.3	—	1.10	—	73
Canton Repository	CW	E	66,002	63,615	4.8	67.5	.68	—	——
Lorain Journal	BN	E	43,168	42,877	3.2	70.7	.41*	1	73
Elyria Chronicle-Telegram	LA	E	41,354	40,956	3.1	73.8	.38*	1	35
Mansfield News Journal	BN	E	40,397	35,085	2.6	76.4	.56	1	73
Willoughby Lake County News-Herald	BN	E	28,985	28,814	2.2	78.6	.33*	1	73
Wooster Record	LA	E	26,724	25,977	2.0	80.6	.37	1	35
Dover Times-Reporter	BN	E	28,905	25,822	1.9	82.5	.36	2m	73
Kent-Ravenna Record-Courier	LA	E	25,929	25,198	1.9	84.4	.34*	1m	35
TANG (Toledo Area Newspaper Group) #146	GT-LA	—	116,221	23,913	1.8	—	1.85	—	146
Sandusky Register	LA	E	27,142	23,867	1.8	86.2	.49	2	——
Ashtabula Star-Beacon	LA	E	19,595	19,116	1.4	87.6	z	—	128-35
Massillon Independent	LA	E	18,751	18,494	1.4	89.0	.34	1m	35
Painesville Telegraph	LA	E	17,191	16,943	1.3	90.3	x	—	128-35
Medina County Gazette	LA	E	15,433	15,156	1.1	91.4	.30*	1	35
Ashland Times-Gazette	LA	E	12,800	12,163	.9	92.3	.28	1	35
Alliance Review	LA	E	14,718	11,278	.8	93.1	.31	—	35
Norwalk Reflector	—	E	8,744	8,515	.6	93.7	.19*	1	——
Coshocton Tribune	TN	E	8,707	8,162	.6	94.3	.20	—	153
Other newspapers and group buys									
Cleveland ADI Newspapers #35 (A-S)	LA	—	279,570	225,823	—	—	3.87	—	35
Ashtabula Newspaper Group #8 (A-S)	LA	—	26,346	26,120	—	—	.46	—	8
Painesville-Chardon Unit #112 (A-S)	LA	—	26,142	25,549	—	—	.46	—	112
Shelby Daily Globe (S)	LA	E	4,817	—	—	—	.155*	1m	——
Bellevue Gazette (S)	OS-AN	E	4,326	—	—	—	.185*	1	——

10. DALLAS-FORT WORTH—1,158,700 hslds. (1.5% of U.S.)

SMSA's in ADI: Dallas-Fort Worth (9), Sherman-Denison (257)

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Dallas Morning News	CW	M	277,207	243,583	21.0	21.0	2.00	1	——
Dallas Times Herald[1]	BN	E	244,702	239,979	20.7	41.7	1.88	1	——
Fort Worth Star-Telegram	SF	ME	237,458	230,362	19.9	61.6	1.70	1m	——
Star-Telegram	SF	M	91,096	86,469	7.5	—	x	1m	——
Star-Telegram	SF	E	146,362	143,893	12.4	—	x	1m	——
Harte-Hanks Texas Group-3 #70	BN	—	82,469	42,507	3.7	—	1.692	—	70
Sherman Democrat	TD	E	17,940	17,546	1.5	63.1	.28	1	——
Denton Record-Chronicle	TP	E	14,648	14,416	1.2	64.3	.26	1	159
Garland Daily News	US	E	11,739	11,706	1.0	65.3	.355	1	99
Irving Daily News	US	E	11,723	11,695	1.0	66.3	.33	1	159-99
Paris News	BN	E	13,571	11,291	1.0	67.3	.28*	—	68-70
Greenville Herald Banner	BN	M	11,327	11,120	1.0	68.3	.27	1	68-70
Denison Herald	BN	E	13,484	10,562	.9	69.2	.29	1	68-70
Hurst Mid Cities Daily News	US	E	8,792	8,765	.8	70.0	.27*	1	99-159
Grand Prairie Daily News	US	E	8,000	7,989	.7	70.7	z	1	159-99
Richardson Daily News	US	E	7,516	7,507	.6	71.3	z	1	159-99
Palestine Herald-Press	TP	E	9,300	7,327	.6	71.9	.18	1	——
Other newspapers and group buys									
Harte-Hanks Texas Group-1 #68 (A-S)	BN	—	281,258	46,074	—	—	4.131	—	68
Dallas USSPI Group #159 (A-V)	US	—	87,990	79,063	—	—	3.25	—	159
News-Texan Dallas/Ft. Worth Dailies #99 (A-V)	US	—	58,396	58,312	—	—	1.89	—	99
Plano Daily Star-Courier (V)	US	E	24,736	24,736	—	—	.21	—	159
Corsicana Daily Sun (S)	BN	E	10,266	—	—	—	.24	1	68-69
McKinney Courier-Gazette (V)	US	E	6,696	6,696	—	—	.16	—	159
Terrell Tribune (V)	US	E	6,300	—	—	—	.15	1m	159
Weatherford Democrat (S)	TP	E	6,050	—	—	—	.18*	1m	——
Athens Review (S)	—	E	5,755	—	—	—	.20*	1	——
Lewisville Leader (V)	US	E	5,696	5,696	—	—	.19	—	159
Waxahachie Daily Light (V)	US-TP	E	5,401	5,401	—	—	.17	—	159
Arlington Daily News (V)	US	E	5,092	5,092	—	—	z	—	159-99
Mesquite Daily News (V)	US	E	4,240	4,240	—	—	.18	—	159

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[1] Dallas Times Herald is now an all day newspaper.

Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
11.	**PITTSBURGH**—1,116,300 hslds. (1.5% of U.S.) SMSA's in ADI: Pittsburgh (13), Steubenville-Weirton (188)†									
	ABC audited newspapers and group buys									
	Pittsburgh Post-Gazette, Press	SK	ME	455,234	435,978	39.1	39.1	3.80*	2	—
	Post-Gazette	SK	M	191,358	176,957	15.9	—	1.99	2	—
	Press	—	E	263,876	259,021	23.2	—	2.49	—	—
	Beaver County Times	LA	E	43,799	43,504	3.9	43.0	.75	—	113-117-115
	New Kensington Valley News-Dispatch	GT-US	E	42,104	41,814	3.7	46.7	.58*	2	159
	Greensburg Tribune-Review	LA	M	39,779	39,592	3.5	50.2	.55*	—	113
	McKeesport Daily News	LA	E	35,878	35,468	3.2	53.4	.43*	—	113-115-117
	Washington Observer-Reporter	LA	AD	34,927	34,345	3.1	56.5	.39	—	113-117
	Butler Eagle	LA	E	29,950	29,459	2.6	59.1	.32*	—	—
	Uniontown Herald, Standard	LA	ME	27,877	26,962	2.4	61.5	.45	—	113-117
	Herald	LA	M	8,922	8,492	.8	—	z	—	113-117
	Standard	LA	E	18,955	18,470	1.7	—	z	—	113-117
	New Castle News	LA	E	22,417	21,946	2.0	63.5	.32	1	113-115-117
	Indiana Evening Gazette	LA	E	20,941	19,204	1.7	65.2	.28	—	28-117
	Monessen Valley Independent	TN	E	19,048	18,790	1.7	66.9	.26	—	152
	Morgantown Dominion-Post	LA	AD	19,793	18,697	1.7	68.6	.41	—	117
	Fairmont Times-West Virginian	TN	M	16,323	14,909	1.3	69.9	.29	—	152
	Connellsville Daily Courier	TN	E	15,044	14,787	1.3	71.2	.25	—	152
	Kittaning Leader-Times	TN	E	12,257	11,913	1.1	72.3	.23	—	—
	Latrobe Bulletin	LA	E	11,392	11,188	1.0	73.3	.22	—	117-115
	Jeanette News-Dispatch	LA	E	10,483	10,423	.9	74.2	.16	—	113-117-115
	Brownsville Telegraph	—	E	7,886	7,665	.7	74.9	.16	—	—
	Ellwood City Ledger	LA	E	6,851	6,603	.6	75.5	.21	—	—
	Weirton Daily Times	TN	E	8,358	6,323	.6	76.1	.19	—	141-152
	Steubenville-Weirton Unit #141	TN	—	34,500	6,323	6	—	.50	—	141
	Other newspapers and group buys									
	Pennsylvania Newspaper Network #115 (A-S)	LA	—	990,896	295,463	—	—	15.68	—	115
	Pittsburgh ADI Newspaper Network #117 (A-S)	LA	—	322,366	305,260	—	—	3.88	—	117
	PAMM (Pittsburgh Area Major Markets) #113 (A-S)	LA	—	255,908	241,211	—	—	2.47	—	113
	Central Penn Newspaper Network #28 (A-S)	LA	—	164,916	30,397	—	—	2.20	—	28
	Pittsburgh USSPI Group #159 (A-C)	US	—	50,579	50,058	—	—	1.98	—	159
	Oil City Derrick, News-Herald (S)	—	ME	26,500	26,500	—	—	.30*	1	—
	Derrick	—	M	—	—	—	—	x	1	—
	News-Herald	—	E	—	—	—	—	x	1	—
	Oil City-Franklin Unit #109 (S)	—	—	26,000	26,000	—	—	.30	—	109
	Irwin Daily Standard Observer (S)	—	E	14,100	—	—	—	.175	—	—
	Waynesburg Democrat Messenger (S)	—	M	4,902	—	—	—	.22*	—	—
	Canonsburg Daily Notes (S)	—	E	1,545	—	—	—	.21	—	—

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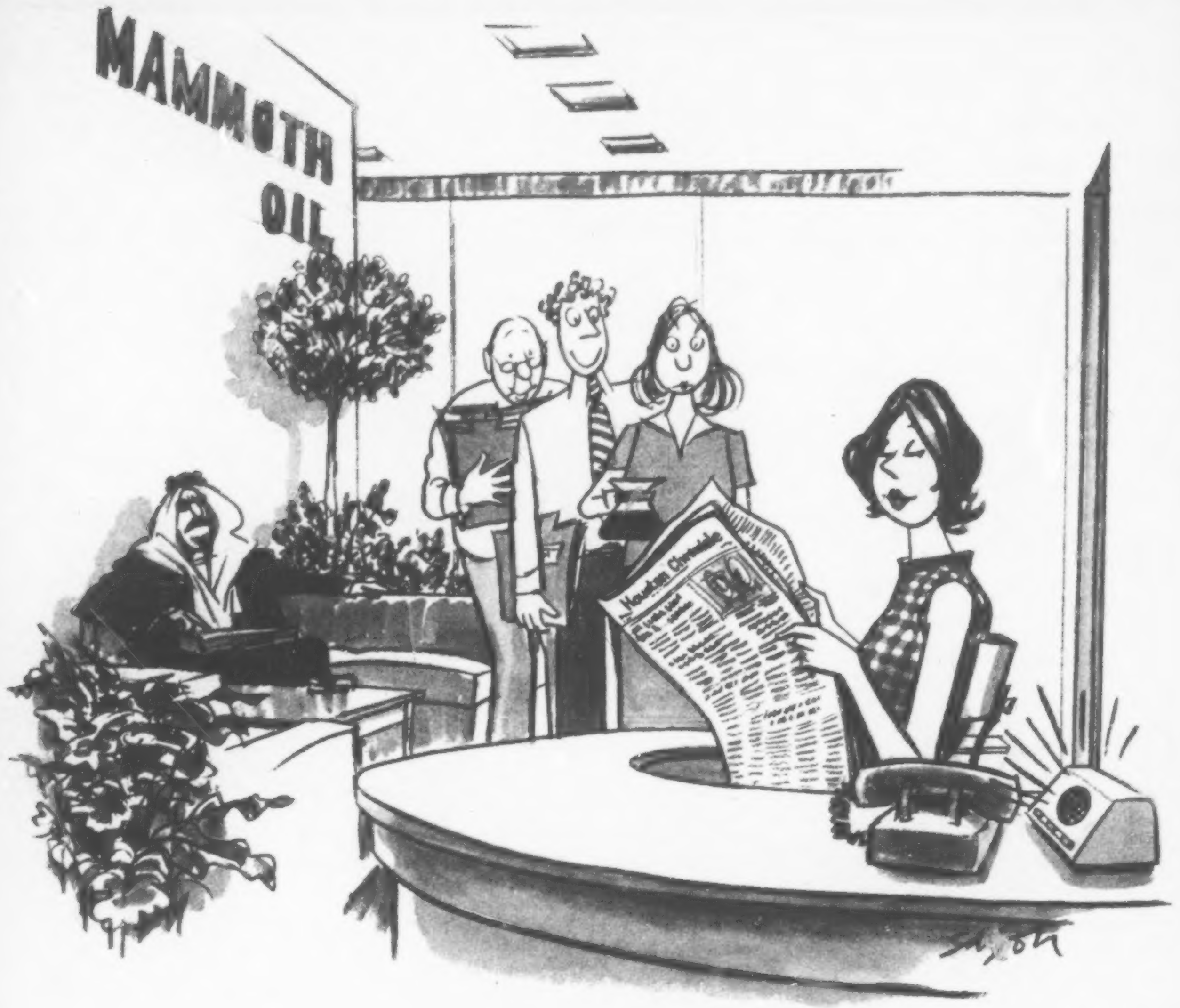
Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
12.	**HOUSTON**—1,032,300 hslds. (1.4% of U.S.) SMSA's in ADI: Houston (10), Galveston-Texas City (168)									
	ABC audited newspapers and group buys									
	Houston Chronicle	SF	E	323,532	310,597	30.1	30.1	2.40*	2	—
	Houston Post	BN	M	301,496	284,324	27.5	57.6	2.33*	3	—
	Galveston Daily News	GA	M	27,133	26,836	2.6	60.2	.35*	1	—
	Conroe Montgomery County Daily Courier	US	E	9,560	9,384	.9	61.1	.32	—	159
	Other newspapers and group buys									
	Houston USSPI Group #159 (A-V-C)	US	—	106,947	106,832	—	—	4.93	—	159
	Baytown Sun (V)	US	E	19,083	19,083	—	—	.27	—	159
	Clute Brazosport Facts (V)	US	E	18,613	18,613	—	—	.22	—	159
	Pasadena Citizen (V)	US	M	13,365	—	—	—	.30	1	—
	Texas City Daily Sun (S)	US-GA	E	12,491	—	—	—	.21	1	—
	Rosenberg Herald-Coaster (S)	—	E	8,000	7,856	—	—	.20	—	—
	Bay City Daily Tribune (S)	—	E	7,532	—	—	—	.19	—	—
	Huntsville Item (S)	BN	E	6,200	6,200	—	—	.19*	1m	68-70
	Brenham Banner-Press (V)	US	E	5,450	5,450	—	—	.19	—	159
	Angleton Times (V)	—	M	5,246	—	—	—	.17*	—	159
	Alvin Sun (V)	US	E	4,701	4,701	—	—	.15	—	159
13.	**ST. LOUIS**—1,008,800 hslds. (1.3% of U.S.) SMSA's in ADI: St. Louis (12)									
	ABC audited newspapers and group buys									
	St. Louis Globe-Democrat/Post-Dispatch #182	NN	—	520,703	452,607	44.9	—	3.37	—	182
	St. Louis Post-Dispatch	NN	E	255,773	242,836	24.1	24.1	2.35*	2	182
	St. Louis Globe-Democrat	NN	M	271,085	241,629	24.0	48.1	2.13*	2	182
	St. Louis & Illinois Super Interurbia #131	BN	—	150,836	81,809	8.1	—	2.01	—	131
	St. Louis & Illinois Metro Interurbia #130	BN	—	87,626	77,069	7.6	—	1.13	—	130
	Alton Telegraph	BN	E	37,956	37,193	3.7	51.8	.43*	—	130-131
	Belleville News-Democrat	BN	E	32,231	32,079	3.2	55.0	.61*	1	130-131
	Centralia Sentinel	—	E	18,141	17,373	1.7	56.7	.205*	—	—
	Mount Vernon Register News	TN	E	13,333	10,833	1.1	57.8	.22*	—	—
	Edwardsville Intelligencer	BN	E	8,003	7,797	.8	58.6	.18	y	130-131
	Other newspapers and group buys									
	Flat River Daily Journal (S)	MR	E	9,499	—	—	—	.20	—	—
14.	**MINNEAPOLIS-ST. PAUL**—955,100 hslds. (1.3% of U.S.) SMSA's in ADI: Minneapolis-St. Paul (15), St. Cloud (214)									
	ABC audited newspapers and group buys									
	Minneapolis Star, Tribune	CW	ME	465,832	401,397	42.0	42.0	4.25*	1	—
	Tribune	CW	M	227,820	174,227	18.2	—	2.44	1	—
	Star	CW	E	238,012	227,170	23.8	—	2.84	1	—
	St. Paul Pioneer Press, Dispatch	KR	ME	218,590	204,065	21.4	63.4	2.89	3	—
	Pioneer Press	KR	M	101,079	87,350	9.1	—	1.73	3	—
	Dispatch	KR	E	117,511	116,715	12.2	—	2.20	3	—
	St. Cloud-Little Falls Group #129	GT	—	30,681	29,469	3.1	—	.69	—	129
	St. Cloud Daily Times	GT-ND	E	26,841	25,991	2.7	66.1	.63	1	129
	Red Wing Republican Eagle	ND	E	9,371	8,780	.9	67.0	.28*	1	—
	Faribault Daily News	ND	E	8,620	8,241	.9	67.9	.22	3	—
	Little Falls Transcript	GT	E	3,840	3,478	.4	68.3	.18	1	129
	Other newspapers and group buys									
	MAN Group (Minnesota Area Newspapers) #80 (A-S)	BN	—	107,574	39,707	—	—	1.51	—	80
	New Ulm Journal (S)	ND	M	11,500	—	—	—	.24	1	180



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Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
15.	**MIAMI**—953,200 hslds. (1.3% of U.S.) SMSA's in ADI: Miami (22), Fort Lauderdale-Hollywood (36)									
	ABC audited newspapers and group buys									
	Miami Herald, News	KR-PF	ME	489,850	430,145	45.1	45.1	6.01	3	—
	Herald	KR-PF	M	420,530	361,000	37.9	—	5.25	3	—
	News	KR-PF	E	69,320	69,145	7.3	—	1.56	3	—
	Ft. Lauderdale Sun-Sentinel, News[1]	CW-PF	ME	153,349	136,592	14.3	59.4	1.82*	1	—
	Sun-Sentinel[1]	CW-PF	M	46,046	32,336	3.4	—	z	1	—
	News	CW-PF	E	107,303	104,256	10.9	—	z	1	—
	Hollywood Sun Tattler	SK-PF	E	42,715	42,525	4.5	63.9	.50	1	—
	Homestead South Dade News Leader	LA	E	13,414	13,224	1.4	65.3	.42	—	—
	Key West Citizen	TN	E	7,943	7,509	.8	66.1	.20	—	—
	Other newspapers and group buys									
	Miami Diario Las Americas (S)	—	M	55,443	—	—	—	.70	3	—
	Miami Review (S)	—	M	5,000	—	—	—	.86	—	—
16.	**ATLANTA**—938,000 hslds. (1.2% of U.S.) SMSA's in ADI: Atlanta (19)									
	ABC audited newspapers and group buys									
	Atlanta Constitution, Journal	MN	ME	435,648	397,060	42.3	42.3	2.90	1m	—
	Constitution	MN	M	216,269	191,374	20.4	—	2.00	1m	—
	Journal	MN	E	219,379	205,686	21.9	—	2.00	1m	—
	Marietta Daily Journal	LA-US	E	24,963	24,727	2.6	44.9	.41	—	—
	Athens News, Banner-Herald	BN	ME	19,509	15,818	1.7	46.6	.47*	—	—
	News	BN	M	7,628	4,846	.5	—	x	—	—
	Banner-Herald	BN	E	11,881	10,972	1.2	—	x	—	—
	Gwinnett Daily News	US	E	15,957	15,719	1.7	48.3	.25	1	159
	Griffin News	AN	E	12,107	11,971	1.3	49.6	.20	—	—
	Georgia Group #57	BN-KR	—	289,726	7,156	.8	—	3.66	—	57
	Other newspapers and group buys									
	Atlanta USSPI Group #159 (A-C)	US	—	40,682	40,364	—	—	3.90	—	159
	Gainesville Times (S)	—	E	21,600	—	—	—	.36	1	—
	Rome News-Tribune (S)	—	E	20,655	—	—	—	.30	—	—
	La Grange Daily News (S)	—	E	13,200	—	—	—	.21*	—	—
17.	**TAMPA-ST. PETERSBURG**—877,800 hslds. (1.2% of U.S.) SMSA's in ADI: Tampa-St. Petersburg (21), Lakeland-Winter Haven (122), Sarasota (153), Bradenton (187)									
	ABC audited newspapers and group buys									
	St. Petersburg Times, Independent	SK	ME	236,574	234,856	26.8	26.8	1.75*	1	—
	Times	SK	M	198,542	196,930	22.4	—	1.55	1	—
	Independent	SK-PF	E	38,032	37,926	4.3	—	.48	1	—
	Tampa Tribune, Times	SF-PF	ME	204,428	200,515	22.8	49.6	1.62	1	—
	Tribune	SF-PF	M	180,434	176,535	20.1	—	1.56	1	—
	Times	SF-PF	E	23,994	23,980	2.7	—	.56	1	—
	Tampa-St. Petersburg ADI Newspaper Group #145	BN-PF	—	155,053	153,304	17.5	—	1.86	—	145
	Sarasota Herald Tribune, Journal	BN-PF	ME	80,424	76,504	8.7	58.3	.87*	1m	145
	Herald Tribune	BN-PF	M	72,497	68,618	7.8	—	.77	1m	145
	Journal	BN-PF	E	7,927	7,886	.9	—	.26	1m	145
	Central Florida Golden Markets-Group 2 #22	BN-PF	—	103,274	40,108	4.6	—	1.38	—	22
	Central Florida Golden Markets-Group 1 #21	BN-PF	—	128,344	40,108	4.6	—	2.15	—	21
	Clearwater Sun[2]	BN-PF	E	39,044	38,900	4.4	62.7	.53	—	145
	Lakeland Ledger[2]	BN-PF	E	38,017	37,900	4.3	67.0	.57*	1	145-21-22
	Bradenton Herald	KR-PF	E	24,909	24,840	2.8	69.8	.41*	1	—
	Winter Haven Daily News-Chief	LA	E	15,509	15,344	1.7	71.5	.25	1	—

[1] Ft. Lauderdale Sun-Sentinel was formerly the Pompano Beach Sun-Sentinel. Figures shown here reflect circulation prior to the change.

[2] Now a morning newspaper.

TAMPA CONTINUED	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Other newspapers and group buys									
Lake Wales Daily Highlander (S)	—	E	5,600	—	—	—	.21	1	—

18. SEATTLE-TACOMA—862,272 hslds. (1.1% of U.S.)

SMSA's in ADI: Seattle-Everett (23), Tacoma (89)

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Seattle Times[3]	CW	E	251,928	248,015	28.8	28.8	2.89	3	—
Seattle Post-Intelligencer	HS	M	194,966	182,340	21.1	49.9	1.96*	2	—
Tacoma News Tribune	SF	E	103,067	102,841	11.9	61.8	.97	1	—
Everett Herald	BN	E	54,236	54,017	6.3	68.1	.52*	—	—
Bremerton Sun	BN	E	34,003	33,599	3.9	72.0	.39	1	—
Olympia Olympian	GT	E	26,315	26,107	3.0	75.0	.56	1	—
Aberdeen World	BN	E	18,978	16,848	2.0	77.0	.435	1	—
Centralia-Chehalis Chronicle	BN	E	15,861	15,447	1.6	78.6	.30	1	—
Port Angeles Daily News	—	E	13,185	12,810	1.5	80.3	.32	1	—
Other newspapers and group buys									
Seattle USSPI Group #159 (V)	US	—	57,105	57,105	—	—	4.33	—	159
Bellevue Daily Journal American (V)	—	M	28,906	—	—	—	.79	—	—
Skagit Valley Herald (S)	—	E	16,500	—	—	—	.35	1m	—

[3] Became an all day newspaper in February, 1980.

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Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
19.	**INDIANAPOLIS—785,000 hslds. (1.0% of U.S.)** SMSA's in ADI: Indianapolis (33), Anderson, IN (199), Muncie (219), Kokomo (239), Bloomington, IN (255)									
	ABC audited newspapers and group buys									
	Indianapolis Star, News	MN	ME	368,509	346,550	44.1	44.1	2.93	2m	——
	Star	MN	M	216,231	197,489	25.2	—	1.89	2m	——
	News	MN	E	152,278	149,061	19.0	—	1.89	2m	——
	THING (The Indiana Newspaper Group) #72	BN-GT	—	133,521	97,941	12.5	—	2.043	—	72
	SWING (Southwest Indiana Newspaper Grp.) #139	LA	—	127,806	61,495	7.8	—	1.88	—	139
	Central Indiana Newspaper Group #24	LA	—	52,505	47,960	6.1	—	.76	—	24
	Muncie Star, Press	SK	ME	48,350	47,781	6.1	50.2	.59	1	——
	Star	SK	M	29,547	29,198	3.7	—	.52	1	——
	Press	SK	E	18,803	18,583	2.4	—	.50	1	——
	Anderson Herald, Bulletin	BN	ME	37,745	37,291	4.8	55.0	.64	1	72
	Herald	BN	M	20,651	20,305	2.6	—	.60	1	72
	Bulletin	BN	E	17,094	16,986	2.2	—	.60	1	72
	Kokomo Tribune	BN	E	30,710	30,301	3.9	58.9	.51	—	72
	Bloomington Herald-Telephone	LA	E	25,479	22,927	2.9	61.8	.33*	1	14-139
	Bloomington-Bedford Metro Newspapers #14	LA	—	40,240	22,542	2.9	—	.43	—	14
	Marion Chronicle-Tribune	GT	M	24,565	21,838	2.8	64.6	.52	1m	72
	Columbus Republic	LA-US	E	21,383	20,733	2.6	67.2	.32	1	139-159
	Logansport Pharos-Tribune	LA	E	16,570	13,832	1.8	69.0	.25	1	24
	New Castle Courier-Times	LA	E	14,383	13,580	1.7	70.7	.24	1	24
	Franklin Daily Journal	LA	E	12,743	12,533	1.6	72.3	.31	1	139
	Bedford Times-Mail	LA	E	14,416	11,380	1.4	73.7	.23*	1	14-139
	Crawfordsville Journal-Review	LA	E	11,063	10,442	1.3	75.0	.23	2	24
	Shelbyville News	LA-US	E	10,777	10,398	1.3	76.3	.32*	1	24
	Martinsville Reporter	US	E	7,050	6,599	.8	77.1	.175	—	159
	Greensburg Daily News	—	E	6,666	5,730	.7	77.8	.22	1m	——
	Portland Commercial Review	—	E	6,266	5,503	.7	78.5	.15	1	——
	Greenfield Daily Reporter	LA	E	5,754	5,394	.7	79.2	.20	1	139
	Rushville Republican	—	E	4,544	4,120	.5	79.7	.20*	—	——
	Other newspapers and group buys									
	Indianapolis USSPI Group #159 (A-V)	US	—	66,164	64,461	—	—	1.93	—	159
	Peru Daily Tribune (S)	LA	E	9,413	—	—	—	.25	1	176
	Lebanon Reporter (V)	US	E	6,849	6,849	—	—	.17	—	159
	Winchester-Union City News Gazette (S)	—	E	5,200	—	—	—	.14*	—	——
	Attica Ledger Tribune (S)	—	E	—	—	—	—	.14*	—	——
20.	**BALTIMORE—771,600 hslds. (1.0% of U.S.)** SMSA's in ADI: Baltimore (14), Wilmington, DE (75)†									
	ABC audited newspapers and group buys									
	Baltimore Sun, Evening Sun	CW	ME	346,929	331,604	43.0	43.0	2.92	—	——
	Sun	CW	M	174,784	163,354	21.2	—	x	—	——
	Sun	CW	E	172,145	168,250	21.8	—	x	—	——
	Baltimore News American	HS	E	161,994	158,964	20.6	63.6	2.07	1	——
	Maryland Newspaper Network #83	LA	—	115,642	40,498	5.2	—	2.26	—	83
	Annapolis Capital	LA-US	E	27,040	26,681	3.5	67.1	.80	—	83
	Cambridge Banner	LA	E	11,976	11,451	1.5	68.6	.20	—	——
	Easton Star Democrat	US	M	8,565	8,386	1.1	69.7	.30	—	159-83
	Other newspapers and group buys									
	Baltimore USSPI Group #159 (A-C)	US	—	56,137	54,416	—	—	2.27	—	159
21.	**PORTLAND, OR—703,100 hslds. (0.9% of U.S.)** SMSA's in ADI: Portland, OR (31), Salem (151)									
	ABC audited newspapers and group buys									
	Portland Oregonian, Journal	NN	ME	345,758	316,343	45.0	45.0	2.08*	3	——
	Oregonian	NN	M	238,985	217,143	30.9	—	z	3	——
	Journal	NN	E	106,773	99,200	14.1	—	z	3	——

PORTLAND, OR CONTINUED	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Salem Oregon Statesman, Capital Journal	GT	ME	63,084	62,609	8.9	53.9	.68*	—	——
Oregon Statesman	GT	M	44,406	44,038	6.3	—	x	—	——
Capital Journal	GT	E	18,678	18,571	2.6	—	x	—	——
Oregon Newspaper Group #111	BN	—	70,713	41,417	5.9	—	1.23	—	111
Vancouver Columbian	—	E	41,345	40,804	5.8	59.7	.80	—	——
Longview Daily News	—	E	26,347	25,027	3.6	63.3	.46	1	——
Albany Democrat-Herald	BN	E	20,097	19,956	2.8	66.1	.32	—	111
Bend Bulletin	—	E	16,768	15,925	2.3	68.4	.30*	—	——
Corvallis Gazette-Times	BN	E	14,168	13,818	2.0	70.4	.28*	1	111
Astoria Astorian	BN	E	9,161	8,817	1.3	71.7	.37	—	111
The Dalles Chronicle	—	E	5,572	5,441	.8	72.5	.22	1	——
Other newspapers and group buys									
Portland USSPI Group #159 (V-C)	US	—	5,923	5,923	—	—	2.30	—	159
Oregon City Enterprise Courier (V)	US	M	5,852	—	—	—	.22*	—	159

22. DENVER—681,000 hslds. (0.9% of U.S.)

SMSA's in ADI: Denver-Boulder (24), Fort Collins (210), Greeley (236)

ABC audited newspapers and group buys									
Denver Post	SF	E	265,522	240,672	35.3	35.3	1.67	2	——
Denver Rocky Mountain News	SK	M	255,386	237,500	34.9	70.2	1.55*	1	——
Boulder Daily Camera	KR	E	26,409	25,923	3.8	74.0	.37*	1	——
Greeley Tribune & Republican	BN	E	20,717	20,228	3.0	77.0	.27	—	——
Fort Collins Coloradoan	GT	E	17,552	17,210	2.5	79.5	.35	1	——
Longmont Times Call	BN	E	15,540	15,262	2.2	81.7	.24	1	——
Loveland Reporter-Herald	BN	E	13,071	12,677	1.9	83.6	.22	1	——
Laramie Daily Boomerang	BN	M	7,225	6,502	1.0	84.6	.20*	—	——
Other newspapers and group buys									
Glenwood Springs Post (S)	BN	E	4,692	—	—	—	.18	1	——

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23. HARTFORD-NEW HAVEN—680,800 hslds. (0.9% of U.S.)

SMSA's in ADI: Hartford-New Britain-Bristol (37), New Haven-West Haven-Waterbury-Meriden (53)

Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
	ABC audited newspapers and group buys									
	New Central Connecticut Group #98	LA	—	248,127	248,127	36.4	—	2.55	—	98
	Hartford Courant	MN	M	210,771	200,642	29.5	29.5	1.39	—	——
	New Haven Journal-Courier & Register	SF	ME	134,565	133,286	19.6	49.1	1.02*	—	——
	Journal Courier	SF	M	32,857	32,519	4.8	—	.43	—	——
	Register	SF	E	101,708	100,767	14.8	—	.97	—	——
	Mid-Conn. Group #87	LA	—	112,412	112,412	16.5	—	1.20	—	87
	Waterbury Republican, American	CW	ME	71,952	71,247	10.5	59.6	.91	3	——
	Republican	CW	M	34,621	34,052	5.0	—	.70	3	——
	American	CW	E	37,331	37,195	5.5	—	.77	3	——
	New Britain Herald	LA	E	38,571	38,203	5.6	65.2	.40*	1	98-87
	Meriden Morning Record-Journal	LA	M	28,219	27,944	4.1	69.3	.37	1	87
	Bristol Press	LA	E	22,949	22,772	3.3	72.6	.49	2	87-98
	Middletown Press	LA	E	20,751	20,447	3.0	75.6	.46*	1	87-98
	Manchester Journal Inquirer	LA	E	15,784	15,671	2.3	77.9	.42	—	——
	Ansonia Sentinel	TN	E	18,629	13,839	2.0	79.9	.30	—	——
	Milford Citizen	LA-US	E	7,156	7,035	1.0	80.9	.34	1	159
	Naugatuck News	LA	E	5,128	5,000	.7	81.6	.20	—	——
	Other newspapers and group buys									
	Providence Area Newspaper Network #122 (A-S)	LA	—	176,309	26,277	—	—	2.40	—	122
	New Haven USSPi Group #159 (A-C)	US	—	7,154	7,055	—	—	.83	—	159

24. SACRAMENTO-STOCKTON—672,225 hslds. (0.9% of U.S.)

SMSA's in ADI: San Francisco-Oakland (7)†, Sacramento (38)†, Stockton (115), Vallejo-Fairfield-Napa (123)†, Modesto (143)

Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
	ABC audited newspapers and group buys									
	Sacramento Bee	CW	M	179,253	158,523	23.6	23.6	1.43*	—	——
	Northern Californian Mainline Market #105	BN	—	196,386	111,399	16.6	—	1.87	—	105
	Sacramento Union	BN	M	105,225	100,487	14.9	38.5	1.08*	3	——
	Modesto Bee	CW	M	61,719	58,124	8.6	47.1	.59*	—	——
	Stockton Record	GT	E	55,707	55,511	8.3	55.4	.70	1	——
	Marysville Appeal-Democrat	BN	E	20,989	19,656	2.9	58.3	.30	—	——
	Woodland Democrat	WD	E	12,212	11,771	1.8	60.1	.22	—	——
	Grass Valley Union	—	E	10,725	10,197	1.5	61.6	.21	—	——
	Roseville Press-Tribune	US	E	9,628	8,881	1.3	62.9	.25	—	159
	Turlock Journal	BN	E	8,593	7,439	1.1	64.0	.20*	—	——
	Antioch Ledger	CW-US	E	13,057	389	.1	64.1	.30	—	19
	—San Francisco Examiner	SF	M	648,038	50,218	7.5	71.6	4.54	1	——
	Other newspapers and group buys									
	Vallejo/Martinez Group #160 (A-S)	WD	—	29,728	23,684	—	—	.53	—	160
	Tahoe Daily Tribune (S)	—	E	10,869	—	—	—	.22*	—	——
	Sacramento USSPI Group #159 (A-V)	US	—	10,744	10,676	—	—	1.42	—	159
	Sonora Union-Democrat (S)	—	E	8,800	—	—	—	.18*	—	——
	Davis Enterprise (S)	—	E	7,200	—	—	—	.20	—	——

25. CINCINNATI—646,800 hslds. (0.9% of U.S.)

SMSA's in ADI: Cincinnati (26), Hamilton-Middletown (146)

Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
	ABC audited newspapers and group buys									
	Cincinnati Enquirer/Post #183	GT	—	368,883	361,413	55.9	—	2.507	—	183
	Cincinnati Enquirer	GT	M	186,991	181,586	28.1	28.1	1.55	3	183
	Cincinnati Post	GT	E	181,842	179,827	27.8	55.9	1.40	3	183
	Hamilton Journal-News	BN	E	30,583	30,042	4.6	60.5	.52	1	——
	Middletown Journal	LA	E	26,167	24,586	3.8	64.3	.48	—	——
	Other newspapers and group buys									
	Cincinnati USSPI Group #159 (A-V-C)	US	—	30,120	29,669	—	—	3.23	—	159

CINCINNATI CONTINUED	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Rowley NN #128 (A-S)	LA	—	26.537	26,537	—	—	.80	—	128
Maysville Ledger-Independent (S)	GA	M	8,700	8,700	—	—	.20	1	——
Connersville News-Examiner (S)	LA	E	7,963	—	—	—	.15*	—	——

26. MILWAUKEE—641,700 hslds. (0.8% of U.S.)

SMSA's in ADI: Milwaukee (25), Racine (184)

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Milwaukee Sentinel, Journal	MN	ME	492,876	423,905	66.1	66.1	3.35	3m	——
Sentinel	MN	M	163,429	121,766	19.0	—	1.50	3m	——
Journal	MN	E	329,447	302,139	47.1	—	2.45	3m	——
Racine Journal Times	BN	E	38,921	38,465	6.0	72.1	.48	1	——
Sheboygan Press	LA	E	32,044	27,667	4.3	76.4	.39	1	——
Waukesha Freeman	—	E	25,080	24,535	3.8	80.2	.38	1	170
West Bend News	AN-US	E	10,294	9,829	1.5	81.7	.22	1	159
Other newspapers and group buys									
Milwaukee USSPI Group #159 (A-C)	US	—	10,513	10,035	—	—	3.47	—	159
Watertown Daily Times (S)	—	E	10,200	—	—	—	.25*	2	——

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27. KANSAS CITY—632,800 hslds. (0.8% of U.S.)

SMSA's in ADI: Kansas City (27), St. Joseph (237)†, Lawrence, KS (268)

Rank ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Kansas City Times, Star	CW	ME	621,577	576,745	91.1	91.1	4.22	1m	——
Times	CW	M	324,017	297,745	47.1	—	3.05	1m	——
Star	CW	E	297,560	279,000	44.1	—	2.83	1m	——
Kansas City Kansan	BN	E	21,535	21,076	3.3	94.4	.49	1	——
Lawrence Journal World	SD	E	19,124	17,445	2.8	97.2	.27	1	——
Leavenworth Times	TN	E	9,887	9,462	1.5	98.7	.19	—	——
Ottawa Herald	SD	E	6,332	5,631	.9	99.6	.23*	—	——
Atchison Daily Globe	—	E	6,828	5,532	.9	100.5	.17*	—	——
Warrensburg Daily Star-Journal	MP	E	4,980	4,457	.7	101.2	.15*	—	——
Other newspapers and group buys									
Kansas City USSPI Group #159 (V-C)	US	—	21,240	21,240	—	—	1.97	—	159
Independence Examiner (V)	—	E	16,797	—	—	—	.39	1	——
Olathe Daily News (S)	—	M	10,290	—	—	—	.24	1m	——
Chillicothe Constitution-Tribune (S)	LA-MP	E	6,500	—	—	—	.18	—	——
Marshall Democrat-News (S)	MP	E	5,900	—	—	—	.17	1	——
Carrollton Daily Democrat (S)	MP	E	3,200	—	—	—	.12	—	——
Hiawatha Daily World (S)	—	E	—	—	—	—	1.82	—	——

28. BUFFALO—615,300 hslds. (0.8% of U.S.)

SMSA's in ADI: Buffalo (30), Rochester, NY (39)†

Rank ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Buffalo News	SK	E	269,897	267,659	43.5	43.5	2.00	2	——
Buffalo Courier-Express	CW	M	125,448	123,754	20.1	63.6	1.15	1	——
NNN (Niagara County Newspaper Network) #100	GT-LA	—	65,966	65,096	10.6	—	1.15	—	100
Niagara Falls Gazette	—	E	31,365	30,998	5.0	68.6	.45	1	——
Jamestown Post-Journal	LA	E	28,914	27,684	4.5	73.1	.44	2m	138-18
Olean Times Herald	LA	E	25,355	24,484	4.0	77.1	.30	1	138-18
Tonawanda News	LA-US	E	17,405	17,181	2.8	79.9	.31	1	18-100-159
Lockport Union Sun & Journal	LA	E	17,196	16,917	2.7	82.6	.36	1	18-100
Dunkirk Observer	LA	E	13,686	13,259	2.2	84.8	.22	1	18-138
Batavia Daily News	LA	E	13,675	13,050	2.1	86.9	.22	—	18
Other newspapers and group buys									
Buffalo ADI Newspaper Network #18 (A-S)	GT-LA	—	215,649	170,100	—	—	3.61	—	18
Southern Tier Daily Newspaper Network #138 (A-S)	LA	—	127,081	84,478	—	—	1.95	—	138
Buffalo USSPI Group #159 (A-C)	US	—	17,685	17,457	—	—	.82	—	159
Bradford Era (S)	LA	M	13,101	13,101	—	—	.22	—	18-138
Medina Daily Journal-Register (S)	LA	E	5,704	—	—	—	.15	1	——

29. SAN DIEGO—598,400 hslds. (0.8% of U.S.)

SMSA's in ADI: San Diego (20)

Rank ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
San Diego Union, Tribune	SF	ME	330,139	326,053	54.5	54.5	2.66	1	——
Union	SF	M	199,474	195,844	32.7	—	z	1	——
Tribune	SF	E	130,665	130,209	21.8	—	z	1	——
North County Combo #178	CW	—	57,794	55,718	9.3	—	.76	—	178
Escondido Times-Advocate	CW	E	30,967	30,845	5.2	59.7	.40	1m	178
Oceanside Blade-Tribune	CW-US	E	24,991	24,873	4.2	63.9	.37	1m	178-159
El Cajon Daily Californian	WD-US	E	14,273	14,219	2.4	66.3	.378	1	——
—Los Angeles Times	LT-LC	M	1,022,899	37,677	6.3	72.6	5.86	1m	——
Other newspapers and group buys									
San Diego USSPI Group #159 (A-V-C)	US	—	24,604	24,542	—	—	2.84	—	159
Vista Press (S)	US	E	7,800	—	—	—	.27*	1	——
San Diego Daily Transcript (S)	—	M	6,300	—	—	—	.57*	1	——

30. NASHVILLE—584,200 hslds. (0.8% of U.S.)

SMSA's in ADI: Nashville-Davidson (49), Clarksville-Hopkinsville (216)

Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
	ABC audited newspapers and group buys									
	Nashville Banner[1]	GT	E	83,267	82,009	14.0	14.0	1.44	3	——
	Hopkinsville Kentucky New Era	LA	E	15,308	14,371	2.5	16.5	.23	1	166
	Columbia Herald	LA	E	12,532	12,111	2.1	18.6	.243*	—	96
	Murfreesboro Daily News Journal	LA	E	11,514	11,311	1.9	20.5	.36*	1	96
	Other newspapers and group buys									
	Nashville Area Newspaper Network #96 (A-S)	LA	—	96,827	70,866	—	—	1.66	—	96
	Nashville Tennessean (S)[1]	GT	M	137,177	—	—	—	1.45	3	——
	Cookeville Herald-Citizen (S)[2]	LA	E	9,238	—	—	—	.20*	—	96
	Paris Post Intelligencer (S)	LA	E	8,500	—	—	—	.18	—	96
	Shelbyville Times-Gazette (S)	LA	E	8,200	—	—	—	.18	1	96
	Lebanon Democrat & Wilson County News (S)	LA	E	8,100	—	—	—	.195*	1	96

31. PROVIDENCE—569,400 hslds. (0.8% of U.S.)

SMSA's in ADI: Providence-Warwick-Pawtucket (42), New Bedford-Fall River (81), New London-Norwich (149)

Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
	ABC audited newspapers and group buys									
	Providence Journal, Bulletin	CW	ME	214,535	213,022	37.4	37.4	2.12	2m	——
	Journal	CW	M	72,010	70,745	12.4	—	x	2m	——
	Bulletin	CW	E	142,525	142,277	25.0	—	x	2m	——
	Fall River Herald News	LA	E	41,261	41,025	7.2	44.6	.46	1	122
	New Bedford Standard-Times	BN	E	48,669	40,863	7.2	51.8	.65	2	——
	New London Day	BN	E	37,483	36,788	6.5	58.3	.57	1	——
	Pawtucket Times	LA	E	31,396	31,195	5.5	63.8	.38	1	——
	Woonsocket Call	LA	E	31,904	23,495	4.1	67.9	.36*	1	122
	Attleboro Sun Chronicle	LA	E	20,862	16,953	3.0	70.9	.28	—	122
	Newport Daily News	LA	E	15,405	15,284	2.7	73.6	.34	1m	122
	Taunton Gazette	TN	E	14,690	14,377	2.5	76.1	.23	—	——
	Westerly Sun	LA	E	10,884	10,702	1.9	78.0	.23*	—	122
	Other newspapers and group buys									
	Providence Area Newspaper Network #122 (A-S)	LA	—	176,309	156,889	—	—	2.40	—	122

[1] Nashville Banner and Tennessean are sold in combination at $1.52/line. The Tennessean will be ABC-audited in the Fall of 1980.

[2] Cookeville Herald-Citizen will be ABC-audited in 1980.

LEGEND TO NEWSPAPER REPS

AD	Arkansas Dailies
AN	American Newspaper Representatives
AP	Amalgamated Publishers
BN	Branham Newspaper Sales
CN	California Newspaper Markets
CS	Chicago Sun-Times/News
CT	Chicago Tribune
CW	Cresmer, Woodward, O'Mara & Ormsbee
DN	Drukker Newspapers
GA	General Advertising Service
GN	Georgia Newspaper Service
GT	Gannett Newspaper Sales
HH	Harte-Hanks Texas Group
HS	Hearst Advertising Service
ID	Iowa Daily Press Assn.
IN	Independent Newspaper Markets
KR	Knight-Ridder Newspaper Sales
LA	Landon Associates
LC	The Leonard Co.
LT	Los Angeles Times
MM	Mid-South Mississippi Dailies
MN	Million Market Newspapers
MP	Missouri Press Service
MR	Metropolitan Publishers Representatives
ND	Northwest Dailies
NE	Newsday
NN	Newhouse Newspapers—Metro-Suburbia
NT	New York Times
NY	New York News
NX	Nixon Newspapers
OS	Ohio Newspaper Service
PF	Publishers' Representatives of Florida
RH	Robert Hitchings & Co.
SD	Southwest Dailies
SF	Sawyer-Ferguson-Walker Co.
SK	Story & Kelly-Smith
TN	Thomson Newspapers
TP	Texas Daily Press League
US	U.S. Suburban Press
WA	Western States Associates
WD	Western Dailies

For Rep Directory see page 357.

Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
32.	**COLUMBUS, OH**—561,700 hslds. (0.7% of U.S.) SMSA's in ADI: Columbus, OH (35)									
	ABC audited newspapers and group buys									
	Columbus Citizen-Journal, Dispatch	CW	ME	310,747	298,771	53.2	53.2	1.64	1	——
	Citizen-Journal	CW	M	110,000	104,178	18.5	—	.70	1	——
	Dispatch	CW	E	200,747	194,593	34.6	—	1.17	1	——
	Newark Advocate	TN	E	23,513	22,811	4.1	57.3	.31	—	153
	Marion Star	TN	E	20,522	19,667	3.5	60.8	.30	—	153
	Lancaster Eagle-Gazette	TN	E	18,436	18,206	3.2	64.0	.30	—	——
	Chillicothe Gazette	GT	E	16,879	15,944	2.8	66.8	.43	1	——
	Mount Vernon News	LA	E	11,183	10,627	1.9	68.7	.28	1	——
	Bellefontaine Examiner	LA	E	10,367	9,627	1.7	70.4	.20*	—	——
	Bucyrus Telegraph-Forum	LA	E	8,484	7,457	1.3	71.7	.19	1m	——
	Galion Inquirer	OS	E	6,577	6,142	1.1	72.8	.25*	—	——
	Other newspapers and group buys									
	Circleville Herald (S)	OS	E	9,652	—	—	—	.24*	—	——
	Delaware Gazette (S)	OS-AR	E	9,300	—	—	—	.24*	—	——
	Washington Record Herald (S)	AN	E	8,100	—	—	—	.24*	—	——
	Madison Press (S)	AN-OS	E	6,400	—	—	—	.20	1	——
	Marysville Journal-Tribune (S)	AN-OS	E	5,890	—	—	—	.15*	—	——
33.	**PHOENIX**—556,979 hslds. (0.7% of U.S.) SMSA's in ADI: Riverside-San Bernardino-Ontario (28)†, Phoenix (29)									
	ABC audited newspapers and group buys									
	Phoenix Arizona Republic, Gazette	SK	ME	341,519	327,122	58.7	58.7	2.20	1	——
	Republic	SK	M	238,350	224,218	40.3	—	1.75	1	——
	Gazette	SK	E	103,169	102,904	18.5	—	1.57	1	——
	Mesa Tribune	BN	E	24,571	24,471	4.4	63.1	.28	—	6
	Scottsdale Daily Progress	BN	E	17,818	17,639	3.2	66.3	.255*	1	6
	Sun City News-Sun	BN	E	12,191	11,614	2.1	68.4	.23*	—	——
	Prescott Courier	BN	E	8,106	7,679	1.4	69.8	.21	—	7
	Other newspapers and group buys									
	Arizona Golden Triangle Newspaper Group #6 (A-S)	BN	—	58,657	57,713	—	—	.57	—	6

Number **18.** *in a series of "go to's".*

Go to Texas for size.

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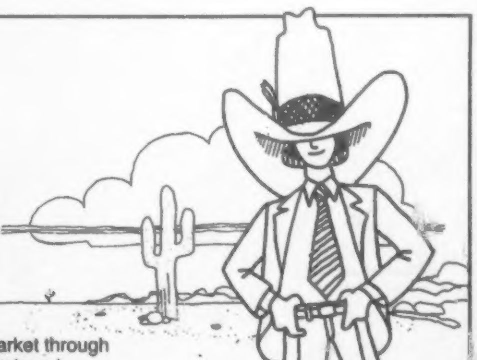

* Over 70% population growth in the past ten years. And those newcomers are pumping a lot of money into the Columbus marketplace. Our buying power has increased over 321%* for the same period. Fact is, with over a million people and counting, Columbus is one of the fastest growing cities in the whole country! (Chances are, your sales can grow in Columbus, too.)

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PHOENIX CONTINUED	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Arizona West Group #7 (A-S)	BN	—	31,040	12,439	—	—	.57	—	7
Tempe Daily News (S)	BN	E	16,300	—	—	—	.20*	1	——

34. MEMPHIS—542,500 hslds. (0.7% of U.S.)

SMSA's in ADI: Memphis (43)

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Memphis Commercial Appeal, Press-Scimitar	SK	ME	313,704	273,915	50.5	50.5	2.75	1	——
Commercial Appeal	SK	M	206,747	172,558	31.8	—	2.65	1	——
Press-Scimitar	SK	E	106,957	101,357	18.7	—	1.63	1	——
West Memphis Evening Times	AD	E	8,088	7,910	1.5	52.0	.23	—	——
Corinth Daily Corinthian	—	E	7,540	6,910	1.3	53.3	.20	—	——
Clarksdale Press Register	MM	E	7,287	6,771	1.2	54.5	.25	—	——
Dyersburg State Journal	LA	E	6,178	5,863	1.1	55.6	.185	—	——
Other newspapers and group buys									
Greater Arkansas Newspaper Network #63 (A-S)	LA	—	48,067	15,933	—	—	1.235	—	63
Blytheville Courier News (S)	LA	E	11,500	—	—	—	.32	—	——
Helena West Helena World (S)	AD	E	7,500	—	—	—	.14	2	——
Kennett Daily Dunklin Democrat (S)	LA	E	6,000	—	—	—	.16*	—	——

35. CHARLOTTE—540,500 hslds. (0.7% of U.S.)

SMSA's in ADI: Charlotte-Gastonia (67)

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Charlotte Observer, News	KR	ME	225,882	200,513	37.1	37.1	2.78*	1	——
Observer	KR	M	171,769	147,886	27.4	—	2.54	1	——
News	KR	E	54,113	52,627	9.7	—	1.62	1	——
Charlotte ADI Network #32	LA	—	209,156	199,152	36.8	—	3.37	—	32
Gastonia Gazette	LA	E	33,432	33,151	6.1	43.2	.57	—	32
Hickory Record	LA	E	26,671	26,359	4.9	48.1	.32	—	32
Rock Hill Evening Herald	LA	E	22,661	22,390	4.1	52.2	.46*	—	116-135
Salisbury Post	LA	E	24,139	22,031	4.1	56.3	.30	1	32

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CHARLOTTE CONTINUED	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
South Carolina Newspaper Network #135	LA	—	71,189	21,897	4.1	—	1.64	—	135
Statesville Record & Landmark	LA	E	17,103	16,549	3.1	59.4	.36	1	32
Shelby Star	LA	E	16,924	15,687	2.9	62.3	.24	—	32
Kannapolis Daily Independent	LA	E	14,184	13,985	2.6	64.9	.27	2	32
Concord Tribune	LA	E	11,876	11,727	2.2	67.1	.29	—	82
Lenoir News-Topic	—	E	11,381	11,148	2.1	69.2	.22	—	——
Morganton News-Herald	LA	E	10,462	10,145	1.9	71.1	.29	—	32
Monroe Enquirer-Journal	LA	E	10,216	9,803	1.8	72.9	.31*	—	32
Richmond County Daily Journal	LA	E	7,034	6,670	1.2	74.1	.25	—	——
Other newspapers and group buys									
Piedmont Crescent Newspapers #116 (A-S)	LA	—	43,714	16,806	—	—	.71	—	116
Newton Observer-News-Enterprise (S)	—	E	4,800	—	—	—	.24*	—	——

36. NEW ORLEANS—516,300 hslds. (0.7% of U.S.)

SMSA's in ADI: New Orleans (34), Biloxi-Gulfport (189)†

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
New Orleans Times Picayune, States-Item	NN	ME	327,523	307,305	59.5	59.5	1.75*	3	——
Times-Picayune	NN	M	212,592	194,444	37.7	—	1.38	3	——
States-Item	NN	E	114,931	112,861	21.9	—	1.13	3	——
Bogalusa Daily News	—	E	7,980	7,833	1.5	61.0	.20	—	——
Hammond Star	MM	E	6,184	5,604	1.1	62.1	.19	1m	176
Slidell Daily Sentry News	—	M	5,024	4,930	1.0	63.1	.18	—	——
Other newspapers and group buys									
Houma Daily Courier (S)	—	E	19,500	—	—	—	.25*	1	——

37. GREENVILLE-SPARTANBURG-ASHEVILLE—515,900 hslds. (0.7% of U.S.)

SMSA's in ADI: Greenville-Spartanburg (73), Asheville (178)

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Greenville-Asheville Unit #175	SF	—	174,474	168,143	32.6	—	1.75	—	175
Greenville News, Piedmont	SF	ME	107,952	106,093	20.6	20.6	1.15*	1	175
News	SF	M	84,312	82,516	16.0	—	1.11	1	175
Piedmont	SF	E	23,640	23,577	4.6	—	1.03	1	175
Asheville Citizen, Times	SF	ME	65,851	62,250	12.1	32.7	.75*	1	175
Citizen	SF	M	48,948	45,388	8.8	—	x	1	175
Times	SF	E	16,903	16,862	3.3	—	x	1	175
Spartanburg Herald, Journal	GA	ME	49,122	48,786	9.5	42.2	.62*	2	——
Herald	GA	M	40,636	40,311	7.8	—	x	2	——
Journal	GA	E	8,486	8,475	1.6	—	x	2	——
Anderson Independent, Mail	BN	ME	51,084	47,446	9.2	51.4	.78	1	——
Independent	BN	M	42,370	38,779	7.5	—	x	1	——
Mail	BN	E	8,714	8,667	1.7	—	x	1	——
Greenwood Index-Journal	—	E	15,661	14,590	2.8	54.2	.24*	—	——
Hendersonville Times-News	LA	E	11,674	11,360	2.2	56.4	.32	1	——

38. OKLAHOMA CITY—483,300 hslds. (0.6% of U.S.)

SMSA's in ADI: Oklahoma City (44)

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Oklahoma City Oklahoman, Times	SF	ME	272,971	234,092	48.4	48.4	2.75	—	——
Oklahoman	SF	M	180,661	148,624	30.8	—	2.57	—	——
Times	SF	E	92,310	85,468	17.7	—	2.47	—	——
All Oklahoma Group #4	LA	—	65,835	42,529	8.8	—	.522	—	4
Oklahoma City Journal	LA-US	M	42,454	41,317	8.5	56.9	.64	—	159
Enid News, Eagle	SD	ME	29,739	29,379	6.1	63.0	.40	1	——
News	SD	M	19,791	19,485	4.0	—	x	1	——
Eagle	SD	E	9,948	9,894	2.0	—	x	1	——

OKLAHOMA CITY CONTINUED	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Norman Transcript	LA	E	15,288	14,881	3.1	66.1	.18	1	4
Shawnee News-Star	SD	M	14,432	14,008	2.9	69.0	.25*	1	——
Ponca City News	LA	E	13,654	12,368	2.6	71.6	.24*	1	——
Stillwater News-Press	SD	E	9,493	9,056	1.9	73.5	.22	1	——
Chickasha Express	SD	E	5,647	5,428	1.1	74.6	.15	1	——
Pauls Valley Democrat	SD	E	4,267	4,076	.8	75.4	.145	1	——
Guthrie Leader	SD	E	4,268	4,043	.8	76.2	.175	1	——
Blackwell Journal-Tribune	SD	E	4,331	3,972	.8	77.0	.16*	1	——
Other newspapers and group buys									
Oklahoma City USSPI Group #159 (A-V-C)	US	—	61,649	59,793	—	—	1.75	—	159
Edmond Evening Sun (V)	US	E	6,450	6,450	—	—	.171	—	159
Clinton Daily News (S)	—	E	5,300	—	—	—	.15	—	——
Weatherford Daily News (S)	—	E	3,900	—	—	—	.15*	—	——
Wewoka Daily Times (S)	SD	E	2,350	—	—	—	.135*	1	——

39. GRAND RAPIDS-KALAMAZOO-BATTLE CREEK—478,100 hslds. (0.6% of U.S.)

SMSA's in ADI: Grand Rapids (72), Lansing-East Lansing (87)†, Kalamazoo-Portage (141), Battle Creek (175), Muskegon-Norton Shores-Muskegon Heights (179)

ABC audited newspapers and group buys									
Grand Rapids-Kalamazoo-Muskegon Unit #60	NN-MS	—	231,727	225,449	47.2	—	2.44	—	60
Booth Newspaper Group #15	NN	—	512,621	225,449	47.2	—	5.73	—	15
Grand Rapids Press	NN	E	126,459	122,833	25.7	25.7	1.22	1	15
Kalamazoo Gazette	NN	E	58,717	56,370	11.8	37.5	.76	1m	15
Muskegon Chronicle	NN	E	44,505	43,706	9.1	46.6	.73	1	15
Gannett Michigan #55	GT	—	139,558	34,661	7.2	—	1.802	—	55
Battle Creek Enquirer & News	GT	E	34,120	32,707	6.8	53.4	.59	—	55
Holland Sentinel	BN	E	16,653	16,347	3.4	56.8	.40	1	——
Grand Haven Tribune	—	E	9,367	9,081	1.9	58.7	.323*	1m	——
Greenville News-Banner	AN	E	7,824	7,673	1.6	60.3	.40	1	——
—Detroit Free Press	KR	M	615,168	29,582	6.2	66.5	4.47	3	——
Other newspapers and group buys									
Marshall Evening Chronicle (S)	—	E	3,100	—	—	—	.20	1	——

40. WILKES BARRE-SCRANTON—468,900 hslds. (0.6% of U.S.)

SMSA's in ADI: Northeast Pennsylvania (57), Allentown-Bethlehem-Easton (59)†, Binghamton (117)†, Williamsport (231)

ABC audited newspapers and group buys									
Wilkes-Barre Times Leader[1]	SK	AD	69,400	68,309	14.6	14.6	.59	—	——
Scranton Times	SF	E	54,772	54,274	11.6	26.2	.80	1	——
Scranton Tribune	LA	M	36,813	36,339	7.7	33.9	.55*	—	——
Williamsport Sun-Gazette	LA	E	34,703	32,892	7.0	40.9	.36	—	169-28-115
Pottsville Republican	LA	E	28,888	27,622	5.9	46.8	.44	1m	169
Sunbury Item	BN	E	25,987	24,798	5.3	52.1	.47	1	——
Hazleton Standard-Speaker	LA	AD	23,793	23,291	5.0	57.1	.33	—	——
Stroudsburg Pocono Record	BN	M	17,902	15,893	3.4	60.5	.27	1	——
Shamokin Mt. Carmel News Item	LA	E	15,570	14,831	3.2	63.7	.27	1	169-115
Shenandoah Evening Herald	LA	E	11,792	11,327	2.4	66.1	.20	1	——
Other newspapers and group buys									
Pennsylvania Newspaper Network #115 (A-S)	LA	—	990,896	189,597	—	—	15.68	—	115
Wilkes-Barre/Scranton ADI Newspapers #169 (A-S)	LA	—	202,683	189,147	—	—	2.68	—	169
Central Penn Newspaper Network #28 (A-S)	LA	—	164,916	32,892	—	—	2.20	—	28
Wilkes-Barre Citizens' Voice (S)[2]	—	M	45,682	—	—	—	.55	—	——
Bloomsburg-Berwick Unit #13 (S)	LA	—	20,328	20,328	—	—	.35	—	13
Bloomsburg Morning Press (S)	LA	M	12,468	12,468	—	—	z	1	13-115-169
Berwick Enterprise (S)	LA	E	7,860	7,860	—	—	z	1	13-115-169
Milton Standard (S)	LA	E	4,950	4,950	—	—	.12*	—	169-115

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[1] Temporarily suspended from ABC.

[2] ABC-audited since December, 1979.

41. ORLANDO-DAYTONA BEACH—463,700 hslds. (0.6% of U.S.)

SMSA's in ADI: Orlando (63), Daytona Beach (139), Melbourne-Titusville-Cocoa (160)

Rank ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Orlando Sentinel Star	CW-PF	AD	190,938	181,039	39.0	39.0	2.22	3	——
Daytona Beach Journal, News	SF-PF	ME	76,403	75,352	16.3	55.3	1.04*	2	——
Journal	SF-PF	M	45,723	44,823	9.7	—	1.02	2	——
News	SF-PF	E	30,680	30,529	6.6	—	1.02	2	——
Cocoa Today	GT-SF	M	61,402	56,197	12.1	67.4	.87	2	——
Central Florida Golden Markets-Group 1 #21	BN-PF	—	128,344	31,672	6.8	—	2.15	—	21
Central Florida Golden Markets-Group 2 #22	BN-PF	—	103,274	23,602	5.1	—	1.38	—	22
Ocala Star-Banner	BN-PF	E	26,285	23,460	5.1	72.5	.42*	1	21-22
De Land Sun News	LA	E	8,630	8,443	1.8	74.3	.22*	3	——
Leesburg Commercial	PF	E	8,195	8,070	1.7	76.0	.32	1	21

42. CHARLESTON-HUNTINGTON—463,500 hslds. (0.6% of U.S.)

SMSA's in ADI: Huntington-Ashland (119), Charleston, WV (133), Parkersburg-Marietta (192)†

Rank ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Charleston Gazette, Mail	SF	ME	112,861	97,671	21.1	21.1	1.56	1	——
Gazette	SF	M	56,123	44,036	9.5	—	z	1	——
Mail	SF	E	56,738	53,635	11.6	—	z	1	——
Huntington Herald-Dispatch, Advertiser[1]	GT	ME	55,563	55,274	11.9	33.0	—	—	——
Herald-Dispatch	GT	M	42,987	42,766	9.2	—	.85	1	——
Advertiser[1]	GT	E	12,576	12,508	2.7	—	—	—	——
Ashland Daily Independent	BN	E	26,098	25,650	5.5	38.5	.40	—	——
Portsmouth Times	TN	E	20,930	19,369	4.2	42.7	.30	—	153
Athens Messenger	—	E	14,502	13,004	2.8	45.5	.27*	1m	——
Marietta Times	GT	E	15,205	12,921	2.8	48.3	.49	1	——
Williamson News	GA	E	12,403	11,837	2.6	50.9	.22	3	——
Logan Banner	GA	E	11,871	11,463	2.5	53.4	.35	1	——
Ironton Tribune	—	E	9,712	9,477	2.0	55.4	.21	–	——
West Virginia Newspaper Group #165	LA	—	154,175	8,330	1.8	—	2.09	–	165
Gallipolis Daily Tribune	LA	E	6,459	5,697	1.2	56.6	.24	1	——
Point Pleasant Register	LA	E	5,933	5,520	1.2	57.8	.18	1m	165

43. LOUISVILLE—457,800 hslds. (0.6% of U.S.)

SMSA's in ADI: Louisville (41)

Rank ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Louisville Courier-Journal, Times	—	ME	361,695	300,486	65.6	65.6	3.13	3	——
Courier-Journal	—	M	202,562	143,960	31.4	—	1.92	3	——
Times	—	E	159,133	156,526	34.2	—	1.83	3	——
New Albany Tribune	TN	E	10,898	10,698	2.3	67.9	.22	—	——
Elizabethtown News-Enterprise	—	E	10,651	10,462	2.3	70.2	.20	1	26
Other newspapers and group buys									
Central Kentucky Group #26 (A-S)	LA	—	63,841	20,217	—	—	1.07	–	26
Madison Courier (S)	LA	E	9,916	—	—	—	.20*	1	——

[1] Huntington Advertiser has been discontinued.

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*Combined, Circulation 79-80 **Sales & Marketing Management Survey of Buying Power, 1979

Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
44.	**RALEIGH-DURHAM**—450,600 hslds. (0.6% of U.S.) SMSA's in ADI: Raleigh-Durham (79), Fayetteville, NC (173)									
	ABC audited newspapers and group buys									
	Raleigh-Durham Unit #123	BN	—	228,032	182,676	40.5	—	2.09	—	123
	Raleigh News and Observer, Times	BN	ME	162,356	117,378	26.0	26.0	1.65	—	123
	News and Observer	BN	M	128,763	83,990	18.6	—	1.47	—	123
	Times	BN	E	33,593	33,388	7.4	—	1.10	—	123
	Durham Herald, Sun	BN	ME	64,892	61,979	13.8	39.8	.65*	1	123
	Herald	BN	M	42,625	39,768	8.8	—	z	1	123
	Sun	BN	E	22,267	22,211	4.9	—	z	1	123
	Fayetteville Times, Observer	LA	ME	62,422	54,776	12.2	52.0	.69	1	——
	Times	LA	M	19,878	15,235	3.4	—	.47	1	——
	Observer	LA	E	42,544	39,541	8.8	—	.52	1	——
	Goldsboro News-Argus	GA	E	20,267	18,870	4.2	56.2	.24	1	——
	Wilson Times	LA	E	17,586	16,644	3.7	59.9	.27	—	47
	Sanford Daily Herald	—	E	12,013	11,755	2.6	62.5	.18*	1	——
	Henderson Daily Dispatch	LA	E	8,832	8,522	1.9	64.4	.17*	1	——
	Rocky Mount Evening Telegram	—	E	14,262	7,964	1.8	66.2	.24	—	——
	Other newspapers and group buys									
	Eastern North Carolina Newspaper Network #47 (A-S)	LA	—	75,396	16,709	—	—	1.053	—	47
	Clinton Sampson Independent (S)	—	E	7,500	—	—	—	.21*	—	——
	Chapel Hill Newspaper (S)	LA	E	6,800	—	—	—	.29*	—	——
45.	**ALBANY-SCHENECTADY-TROY**—445,400 hslds. (0.6% of U.S.) SMSA's in ADI: Albany-Schenectady-Troy (47), Pittsfield (195)									
	ABC audited newspapers and group buys									
	Albany Times-Union, Knickerbocker News	HS	ME	140,311	136,162	30.6	30.6	1.65*	1	——
	Times-Union	HS	M	82,744	78,881	17.7	—	1.50	1	——
	Knickerbocker News	HS	E	57,567	57,281	12.9	—	1.40	1	——
	Albany ADI Newspaper Network #3	GT-LA	—	86,113	81,959	18.4	—	1.36	—	3
	Schenectady Gazette	CW	M	66,056	65,651	14.7	45.3	.55*	—	——
	Troy Times Record	—	E	46,503	46,163	10.4	55.7	.45*	1	——
	Glens Falls Post-Star	LA	M	32,155	30,490	6.8	62.5	.35*	1	3
	Pittsfield Berkshire Eagle[2]	LA	E	30,229	29,066	6.5	69.0	.38	1	167-168
	Amsterdam Recorder	LA	E	14,650	14,332	3.2	72.2	.24	—	3
	Gloversville Leader-Herald	LA	E	14,168	13,807	3.1	75.3	.24	—	3
	North Adams Transcript	LA	E	12,966	12,555	2.8	78.1	.29	1	167-168
	Saratoga Springs Saratogian	GT	E	12,377	12,236	2.7	80.8	.43	1	3
	Hudson Register-Star	LA	E	13,602	11,980	2.7	83.5	.20	—	74-3
	—New York Daily News	NY-WA-CW	M	1,815,441	37,597	8.4	91.9	11.29	2	——
	Other newspapers and group buys									
	Western New England Newspaper Network #168 (A-S)	LA	—	155,177	49,527	—	—	2.11	—	168
	Western Massachusetts Newspaper Network #167 (A-S)	LA	—	107,173	41,621	—	—	1.34	—	167
	Bennington Banner (S)	LA	E	7,200	—	—	—	.19	1	——
	Catskill Daily Mail (S)	—	E	5,000	—	—	—	.11*	1	——
46.	**SALT LAKE CITY**—445,400 hslds. (0.6% of U.S.) SMSA's in ADI: Salt Lake City-Ogden (52), Provo-Orem (196)									
	ABC audited newspapers and group buys									
	Salt Lake Tribune, Deseret News	—	ME	184,189	183,109	41.1	41.1	1.34	1	——
	Tribune	—	M	108,696	107,940	24.2	—	.955	1	——
	Deseret News	—	E	75,493	75,169	16.9	—	.955	1	——
	Ogden Standard Examiner	CW	E	48,646	48,408	10.9	52.0	.45	1	——
	Provo Daily Herald	—	E	27,526	27,354	6.1	58.1	.29	—	——
	Logan Herald Journal	—	E	11,831	11,724	2.6	60.7	.24	—	——

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[2] Now a morning newspaper.

SALT LAKE CITY CONTINUED	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Other newspapers and group buys									
Elko Daily Free Press (S)	BN	E	3,550	—	—	—	.25	1	——
Ely Daily Times (S)	WD	E	2,800	—	—	—	.22*	1	——
47. DAYTON—444,700 hslds. (0.6% of U.S.) SMSA's in ADI: Dayton (45), Lima (161)†, Springfield, OH (176)									
ABC audited newspapers and group buys									
Dayton-Springfield Unit #42	SF	—	290,116	288,900	65.0	—	2.88	—	42
Dayton Journal Herald, News	SF	ME	249,335	242,336	54.5	54.5	2.88*	1	42
Journal Herald	SF	M	100,355	97,106	21.8	—	z	1	42
News	SF	E	148,980	145,230	32.7	—	z	1	42
Springfield Sun, News	SF	ME	46,532	44,974	10.1	64.6	2.88	1	42
Sun	SF	M	18,721	17,432	3.9	—	x	1	42
News	SF	E	27,811	27,542	6.2	—	x	1	42
Richmond Palladium Item	GT	E	28,357	24,052	5.4	70.0	.45	1	——
Xenia Gazette	LA-TN	E	12,938	12,580	2.8	72.8	.35	—	——
Sidney News	LA	E	12,772	11,999	2.7	75.5	.20	—	——
Piqua Daily Call	TN	E	11,945	11,628	2.6	78.1	.21	—	——
Troy News	—	E	11,243	10,995	2.5	80.6	.40	—	——
Greenville Daily Advocate	TN	E	9,418	9,046	2.0	82.6	.20	—	——
Fairborn Daily Herald	US	E	7,467	7,331	1.6	84.2	.23	1m	159
Other newspapers and group buys									
Wilmington News-Journal (S)	OS	E	7,800	—	—	—	.23*	—	——
Dayton USSPI Group #159 (A-S)	US	—	7,379	7,200	—	—	.57	—	159
48. HARRISBURG-YORK-LANCASTER-LEBANON—443,300 hslds. (0.6% of U.S.) SMSA's in ADI: Harrisburg (85), York (102), Lancaster (107)									
ABC audited newspapers and group buys									
Harrisburg Patriot, News	NN	ME	113,497	109,182	24.6	24.6	.80*	1	27
Patriot	NN	M	47,795	44,197	10.0	—	.51	1	27
News	NN	E	65,702	64,985	14.7	—	.62	1	27
Lancaster Intelligencer-Journal, New-Era	—	ME	100,540	97,549	22.0	46.6	.64	3	——
Intelligencer-Journal	—	M	40,414	38,454	8.7	—	.59	3	——
New-Era	—	E	60,126	59,095	13.3	—	.61	3	——
York Dispatch	CW	E	49,194	48,452	10.9	57.5	.41	—	——
York Daily Record	LA	M	34,815	33,970	7.7	65.2	.40	1	——
Mason/Dixon Newspaper Network #84	LA-GT	—	88,182	24,947	5.6	—	1.15	—	84
Hanover Sun	TN	E	25,388	16,226	3.7	68.9	.33	—	——
Carlisle Evening Sentinel	LA	E	14,624	14,434	3.3	72.2	.25	—	84
Gettysburg Times	LA	E	11,270	10,220	2.3	74.5	.20	—	84-115
Other newspapers and group buys									
Pennsylvania Newspaper Network #115 (A-S)	LA	—	990,896	30,895	—	—	15.68	—	115
Columbia News (S)	LA	E	5,000	—	—	—	.11	—	115
49. SAN ANTONIO—436,700 hslds. (0.6% of U.S.) SMSA's in ADI: San Antonio (40)									
ABC audited newspapers and group buys									
San Antonio Express, News	BN	ME	157,110	151,028	34.6	34.6	1.42	2	——
Express	BN	M	81,515	76,392	17.5	—	x	2	——
News	BN	E	75,595	74,636	17.1	—	x	2	——
San Antonio Light	HS	E	121,880	119,294	27.3	61.9	1.27	1	——
Kerrville Daily Times	—	E	5,774	5,528	1.3	63.2	.155*	—	——
Other newspapers and group buys									
Del Rio News-Herald (S)	—	E	7,200	—	—	—	.19	1	——

Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
50.	**NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON—434,700 hslds. (0.6% of U.S.)** SMSA's in ADI: Norfolk-Virginia Beach-Portsmouth (54), Newport News-Hampton (111)									
	ABC audited newspapers and group buys									
	Norfolk Virginian-Pilot, Ledger-Star	—	ME	221,700	219,801	50.6	50.6	2.10	1	——
	Virginian-Pilot	—	M	125,379	123,638	28.4	—	1.54	1	——
	Ledger-Star	—	E	96,321	96,163	22.1	—	1.45	1	——
	Newport News-Press, Times-Herald	SF	ME	100,500	98,171	22.6	73.2	.88*	1	——
	News-Press	SF	M	57,278	55,002	12.7	—	x	1	——
	Times-Herald	SF	E	43,222	43,169	9.9	—	x	1	——
	Elizabeth City Daily Advance	LA	E	11,655	11,425	2.6	75.8	.28*	1	——
	Suffolk News-Herald	—	E	7,790	7,636	1.8	77.6	.195	1m	——
51.	**BIRMINGHAM—426,900 hslds. (0.6% of U.S.)** SMSA's in ADI: Birmingham (46), Gadsden (245)									
	ABC audited newspapers and group buys									
	Birmingham Post-Herald, News	NN	ME	243,628	209,461	49.1	49.1	1.56	1	——
	Post-Herald	NN	M	67,297	51,185	12.0	—	.97	1	——
	News	NN	E	176,331	158,276	37.1	—	1.30	1	——
	Gadsden Times	LA	E	26,559	21,168	5.0	54.1	.36	—	——
	Cullman Times	—	M	8,559	8,080	1.9	56.0	.18	—	——
	Other newspapers and group buys									
	Select Alabama Markets #133 (A-S)	LA	—	147,765	16,770	—	—	2.03	—	133
	Jasper Daily Mountain Eagle (S)	LA	E	12,406	—	—	—	.22*	1	133

San Antonio Light

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Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
52.	**TULSA**—408,800 hslds. (0.5% of U.S.) SMSA's in ADI: Tulsa (58), Fayetteville-Springdale (186)†									
	ABC audited newspapers and group buys									
	Tulsa World, Tribune	BN	ME	200,331	183,457	44.9	44.9	1.90	1	——
	World	BN	M	122,289	107,307	26.2	—	1.86	1	——
	Tribune	BN	E	78,042	76,150	18.6	—	1.855	1	——
	Muskogee Phoenix & Times Democrat	GT	M	22,915	22,105	5.4	50.3	.33	1	——
	Bartlesville Examiner-Enterprise	SD	E	12,951	12,761	3.1	53.4	.24*	1	——
	Fayetteville Northwest Arkansas Times	AD	E	11,361	10,827	2.6	56.0	.21	—	——
	McAlester News-Capital & Democrat	SD	E	10,501	10,008	2.4	58.4	.24	1	——
	Springdale News	AD	E	11,211	9,117	2.2	60.6	.19*	2	——
	Coffeyville Journal	GT	E	10,039	8,865	2.2	62.8	.32*	1	——
	Okmulgee Daily Times	SD	M	4,994	4,865	1.2	64.0	.17*	1	——
	Other newspapers and group buys									
	Sapulpa Daily Herald (S)	SD	E	8,911	—	—	—	.15*	1	——
	Pryor Daily Times (S)	LA	E	4,443	—	—	—	.15*	2	——
53.	**WICHITA-HUTCHINSON**—400,000 hslds. (0.5% of U.S.) SMSA's in ADI: Wichita (91)									
	ABC audited newspapers and group buys									
	Wichita Eagle, Beacon	KR	ME	165,635	157,199	39.3	39.3	2.09	1	——
	Eagle	KR	M	123,054	114,765	28.7	—	1.65	1	——
	Beacon	KR	E	42,581	42,434	10.6	—	.99	1	——
	Hutchinson News	SD	AD	45,685	44,585	11.1	50.4	.62*	1m	——
	Salina Journal	SD	E	34,709	27,079	6.8	57.2	.55*	1m	——
	Hays Daily News	—	E	12,590	11,762	2.9	60.1	.33	1	——
	Garden City Telegram	LA	E	9,522	8,982	2.2	62.3	.26	1	——
	Dodge City Daily Globe	—	E	8,712	8,122	2.0	64.3	.24	1	——
	Winfield Courier	LA	E	6,343	6,020	1.5	65.8	.22	1	——
	Other newspapers and group buys									
	Nebraska Out State Newspaper Unit Buy #97 (A-S)	BN	—	169,740	7,214	—	—	2.999	—	97
	Newton Kansan (S)	—	E	9,000	9,000	—	—	.24*	1	——
	Abilene Reflector-Chronicle (S)	—	E	5,600	—	—	—	.17*	—	——
	Pratt Tribune (S)	LA	E	4,196	—	—	—	.18*	—	——
	Larned Daily Tiller and Toiler (S)	—	E	3,100	—	—	—	.17	1	——
	Augusta Daily Gazette (S)	—	E	3,100	—	—	—	.15*	1	——
	Beloit Daily Call (S)	LA	E	3,083	—	—	—	.11*	—	——
54.	**GREENSBORO-WINSTON SALEM-HIGH POINT**—398,700 hslds. (0.5% of U.S.) SMSA's in ADI: Greensboro-Winston-Salem-High Point (50), Burlington, NC (244)									
	ABC audited newspapers and group buys									
	Winston-Salem Journal, Sentinel	SF	ME	112,455	108,500	27.2	27.2	1.26	1	——
	Journal	SF	M	72,449	68,604	17.2	—	1.10	1	——
	Sentinel	SF	E	40,006	39,896	10.0	—	.99	1	——
	Greensboro News, Record	BN	ME	113,433	106,003	26.6	53.8	1.19	1	——
	News	BN	M	81,898	74,558	18.7	—	1.09	1	——
	Record	BN	E	31,535	31,445	7.9	—	.45	1	——
	PANG (Piedmont Area Newspaper Group) #114	LA	—	85,681	83,141	20.9	—	.96	—	114
	High Point-Thomasville Unit #71	LA	—	38,133	37,551	9.4	—	.48	—	71
	High Point Enterprise	LA-SF	E	30,496	30,308	7.6	61.4	.46	1	114-71
	Burlington Times-News	LA-SF	E	27,353	26,578	6.7	68.1	.33	—	114
	Asheboro Courier-Tribune	LA	E	14,368	13,977	3.5	71.6	.26	—	——
	Lexington Dispatch	LA-SF	E	11,892	11,732	2.9	74.5	.31	—	114
	Thomasville Times	LA-SF	M	7,975	7,836	2.0	76.5	.36	1	114-71
	Other newspapers and group buys									
	Piedmont Crescent Newspapers #116 (A-S)	LA	—	43,714	12,828	—	—	.71	—	116
	Reidsville Review (S)	LA	E	7,564	—	—	—	.13*	—	116

Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
55.	**LITTLE ROCK—397,100 hslds. (0.5% of U.S.)**									
	SMSA's in ADI: Little Rock-North Little Rock (96), Pine Bluff (262)									
	ABC audited newspapers and group buys									
	Little Rock Arkansas Gazette	SF	M	130,999	106,191	26.7	26.7	1.25	2m	—
	Little Rock Arkansas Democrat[1]	BN	E	53,876	49,945	12.6	39.3	.75	2m	—
	Pine Bluff Commercial	AD	E	22,947	22,679	5.7	45.0	.33	—	—
	Newport Independent	LA	E	3,773	3,398	.9	45.9	.18	1m	63
	Other newspapers and group buys									
	Greater Arkansas Newspaper Network #63 (A-S)	LA	—	48,067	20,836	—	—	1.235	—	63
	Benton Courier (S)	—	E	10,136	—	—	—	.265*	1	—
	Conway Log Cabin Democrat (S)	—	E	10,036	—	—	—	.21*	1	—
	Camden News (S)	AD	E	6,100	—	—	—	.185	—	—
	Malvern Daily Record (S)	—	E	5,457	—	—	—	.15	1	—
	Searcy Daily Citizen (S)	LA	E	5,400	—	—	—	.19	1m	—
	Stuttgart Daily Leader (S)	—	E	4,900	—	—	—	.155*	1	—
56.	**RICHMOND—389,000 hslds. (0.5% of U.S.)**									
	SMSA's in ADI: Richmond (66), Petersburg-Colonia Heights-Hopewell (233)									
	ABC audited newspapers and group buys									
	Richmond Times-Dispatch, News-Leader	SF	ME	250,055	233,100	59.9	59.9	2.12	1	—
	Times-Dispatch	SF	M	135,118	120,790	31.1	—	1.73	1	—
	News-Leader	SF	E	114,937	112,310	28.9	—	1.63	1	—
	Charlottesville Daily Progress	LA	E	29,075	26,814	6.9	66.8	.46*	2	—
	Petersburg Progress-Index	TN	E	23,851	23,733	6.1	72.9	.33	—	—
	Staunton Leader	LA	E	16,678	14,699	3.8	76.7	.24	1	161-179
	Waynesboro News-Virginian	LA	E	13,099	10,997	2.8	79.5	.23*	1	—
	Hopewell News	GA	E	7,147	6,953	1.8	81.3	.20	—	—
	Other newspapers and group buys									
	Virginia Newspaper Network #161 (A-S)	LA	—	296,196	8,116	—	—	5.13	—	161
	Petersburg Progress-Index (S)	TN	E	—	—	—	—	.33	—	—
57.	**FLINT-SAGINAW-BAY CITY—384,500 hslds. (0.5% of U.S.)**									
	SMSA's in ADI: Flint (77), Saginaw (156), Bay City (234)									
	ABC audited newspapers and group buys									
	Booth Newspaper Group #15	NN	—	512,621	191,073	49.7	—	5.73	—	15
	Flint-Saginaw-Bay City Group #49	NN	—	198,992	191,073	49.7	—	2.37	—	49
	Flint Journal	—	E	105,775	100,987	26.3	26.3	1.12	1	49-15
	Saginaw News	NN	E	52,811	51,852	13.5	39.8	.81	1m	15
	Bay City Times	NN	E	40,406	37,312	9.7	49.5	.70	1	15-49
	Midland Daily News	BN	E	16,827	16,627	4.3	53.8	.39*	—	—
	Owosso Argus-Press	LA	E	14,934	13,438	3.5	57.3	.25	1	—
	Huron Daily Tribune	HS	E	8,986	7,997	2.1	59.4	.24	—	—
	—Detroit Free Press	KR	M	615,168	45,431	11.8	71.2	4.47	3	—
	Other newspapers and group buys									
	Mt. Pleasant Morning Sun (S)	—	M	—	—	—	—	.38*	1	—
58.	**SHREVEPORT-TEXARKANA—381,600 hslds. (0.5% of U.S.)**									
	SMSA's in ADI: Shreveport (103), Longview-Marshall (204), Texarkana (220)									
	ABC audited newspapers and group buys									
	Shreveport-Monroe Newspaper Market #134	GT	—	177,413	115,174	30.2	—	1.57	—	134
	Shreveport Times, Journal	GT	ME	126,621	114,881	30.1	30.1	1.07	1	134
	Times	GT	M	90,065	79,842	20.9	—	.80	1	134
	Journal	GT	E	36,556	35,039	9.2	—	.50	1	134
	Texarkana Gazette	TP	M	31,013	30,748	8.1	38.2	.34*	1	—

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[1] Now a morning newspaper.

SHREVEPORT CONTINUED	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Austin Group #10	CW	—	242,996	29,712	7.8	—	2.51	—	10
Longview Journal, News	CW	ME	29,948	29,617	7.8	46.0	.37	—	10
Journal	CW	M	13,512	13,356	3.5	—	x	—	10
News	CW	E	16,436	16,261	4.3	—	x	—	10
Harte-Hanks Texas Group-3 #70	BN	—	82,469	11,070	2.9	—	1.692	—	70
Marshall News Messenger	BN	E	9,892	9,684	2.5	48.5	.28	—	—
Mt. Pleasant Tribune	—	E	4,836	4,476	1.2	49.7	.15*	2	—
Hope Star	AD	E	4,686	4,380	1.1	50.8	.17	1	—
Other newspapers and group buys									
Harte-Hanks Texas Group-1 #68 (A-S)	BN	—	281,258	11,070	—	—	4.131	—	68
Kilgore News Herald (S)	—	E	5,945	—	—	—	.17*	1	—
Minden Press-Herald (S)	—	E	5,000	—	—	—	.20	1	—

59. TOLEDO—381,500 hslds. (0.5% of U.S.)

SMSA's in ADI: Toledo (51)†, Lima (161)†

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Toledo Blade	—	E	170,231	161,166	42.2	42.2	1.23	2m	—
TANG (Toledo Area Newspaper Group) #146	GT-LA	—	116,221	86,724	22.7	—	1.85	—	146
Findlay Courier	LA	M	25,104	24,023	6.3	48.5	.44	—	146
Fremont-Port Clinton Unit #53	GT	—	21,704	21,058	5.5	—	.35	—	53
Adrian Telegram	TN	E	16,962	16,649	4.4	52.9	.26	—	—
Fremont News-Messenger	GT	E	15,845	15,444	4.0	56.9	.24	1	53-146
Bowling Green Daily Sentinel-Tribune	AN	E	13,271	12,649	3.3	60.2	.21	—	—
Tiffin Advertiser-Tribune	—	E	11,517	11,195	2.9	63.1	.23*	—	—
Kenton Times	AN	E	8,587	7,558	2.0	65.1	.18	—	—
Port Clinton News Herald	—	E	5,859	5,614	1.5	66.6	.17*	—	53
Other newspapers and group buys									
Defiance Crescent-News (S)	LA	E	17,972	—	—	—	.23*	1	146
Bryan Times (S)	LA	E	10,275	—	—	—	.20	1	146
Napoleon Northwest-Signal (S)	LA	E	5,892	—	—	—	.24	1	146
Upper Sandusky Daily Chief-Union (S)	AN	E	5,000	—	—	—	.16*	—	—

60. KNOXVILLE—363,900 hslds. (0.5% of U.S.)

SMSA's in ADI: Knoxville (83)

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Knoxville Journal, News-Sentinel	SK	ME	161,647	150,374	41.3	41.3	.92	1	—
Journal	SK	M	58,144	52,039	14.3	—	.55	1	—
News-Sentinel	SK	E	103,503	98,335	27.0	—	.68	1	—
Maryville-Alcoa Times	LA	E	18,507	17,940	4.9	46.3	.34	1m	147
Morristown Citizen Tribune	LA	E	19,962	17,833	4.9	51.2	.40	1	147
Oak Ridge Oak Ridger	LA	E	11,105	10,886	3.0	54.1	.21	—	147
Middlesboro News	LA	E	7,397	6,203	1.7	55.8	.16	—	26
Other newspapers and group buys									
Tennessee East Newspaper Network #147 (A-S)	LA	—	88,931	45,541	—	—	1.57	—	147
Central Kentucky Group #26 (A-S)	LA	—	63,841	21,948	—	—	1.07	—	26
Harlan Daily Enterprise (S)[1]	LA	E	—	—	—	—	.17	1	26

61. MOBILE-PENSACOLA—344,100 hslds. (0.5% of U.S.)

SMSA's in ADI: Mobile (93), Pensacola (137), Pascagoula-Moss Point (240)

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Mobile/Pascagoula Press Register Unit #121	NN	—	124,275	122,598	35.6	—	.87	—	121
Mobile Register, Press	NN	ME	101,937	100,445	29.2	29.2	.95	—	121
Register	NN	M	47,942	46,619	13.5	—	z	—	121
Press	NN	E	53,995	53,826	15.6	—	z	—	121

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[1] Now an ABC-audited newspaper.

MOBILE CONTINUED	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Pensacola Journal, News	GT	ME	73,125	70,297	20.4	49.6	.98	1	—
Journal	GT	M	57,736	55,128	16.0	—	x	1	—
News	GT	E	15,389	15,169	4.4	—	x	1	—
Pascagoula Mississippi Press	NN	E	22,307	22,153	6.4	56.0	.33	—	—
Fort Walton Beach Playground News	LA	M	19,207	18,755	5.5	61.5	.26	1m	—

62. DES MOINES—341,000 hlds. (0.5% of U.S.)

SMSA's in ADI: Des Moines (106)

ABC audited newspapers and group buys									
Des Moines Register, Tribune	CW	ME	311,165	195,748	57.4	57.4	3.60	3	—
Register	CW	M	221,760	108,683	31.9	—	2.51	3	—
Tribune	CW	E	89,405	87,065	25.5	—	2.37	3	—
Fort Dodge-Webster City Group #51	LA-ID	—	30,830	27,915	8.2	—	.54	—	51
Fort Dodge Messenger	LA	E	26,513	23,718	7.0	64.4	.45	1	—
Central Iowa Unit #25	BN	—	40,400	15,336	4.5	—	.57	—	25
Ottumwa Courier	BN	E	18,483	13,747	4.0	68.4	.31*	1	27
Marshalltown Times-Republican	ID	E	16,244	13,261	3.9	72.3	.29*	1	—
Ames Daily Tribune	ID	E	10,169	9,901	2.9	75.2	.23	1m	—
Webster City Freeman-Journal	LA	E	4,673	4,197	1.2	76.4	.23	2m	—
Other newspapers and group buys									
Newton Daily News (S)	—	E	8,100	—	—	—	.20*	—	—
Carroll Daily Times Herald (S)	ID	E	6,802	—	—	—	.14	—	—
Perry Daily Chief (S)	ID	E	3,600	—	—	—	.22	1m	—

BELDEN DEFINES TOLEDO SMSA ADI

Belden Highlights

ADULTS BY HOUSEHOLD INCOME, TOLEDO ADI

	BLADE READERSHIP Weekday	BLADE READERSHIP Sunday
$15,000 to 24,999	47%	65%
$25,000 and higher	59	65

ADULTS BY EDUCATION, TOLEDO ADI

	BLADE READERSHIP Weekday	BLADE READERSHIP Sunday
Part college or more	54%	65%
High school graduates	40	52

BLADE CUME, TOLEDO ADI

	REACH	FREQUENCY	%
5 ISSUES, WEEKDAYS	417,000	4.0	52
4 ISSUES, SUNDAYS	496,000	3.6	61

ADULTS BY TYPE OF DWELLING, TOLEDO ADI

	BLADE READERSHIP Weekday	BLADE READERSHIP Sunday
Single-unit house	43%	55%
Attached home or apartment	45	63

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Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
63.	**SYRACUSE—340,911 hslds. (0.5% of U.S.)** SMSA's in ADI: Syracuse (61), Utica-Rome (114)†									
	ABC audited newspapers and group buys									
	Syracuse Post Standard, Herald-Journal	NN	ME	206,539	194,315	57.0	57.0	1.60	3	—
	Post Standard	NN	M	86,888	77,193	22.6	—	1.02	3	—
	Herald-Journal	NN	E	119,651	117,122	34.4	—	1.35	3	—
	U-BIE #157	GT	—	223,011	22,917	6.7	—	2.584	—	157
	Ithaca Journal	GT	E	20,207	19,133	5.6	62.6	.63	2	157
	Auburn Citizen	LA	E	17,479	17.194	5.0	67.6	.30	—	144
	Oswego Palladium-Times	TN	E	11,213	10,871	3.2	70.8	.21	—	—
	—Utica Observer-Dispatch	GT	E	65,489	18,681	5.5	76.3	.80	1	157
	Other newspapers and group buys									
	Syracuse Area Newspaper Network #144 (A-S)	LA	—	110,484	37,677	—	—	1.90	—	144
	Cortland Standard (S)	LA	E	13,500	—	—	—	.19	1	144
	Oneida Daily Dispatch (S)	LA	E	11,000	—	—	—	.21*	1	144
64.	**ROANOKE-LYNCHBURG—326,800 hslds. (0.4% of U.S.)** SMSA's in ADI: Roanoke (152), Lynchburg (198)									
	ABC audited newspapers and group buys									
	Roanoke Times & World-News	BN	ME	114,195	109,229	33.4	33.4	1.09	—	—
	Times & World-News	BN	M	64,742	59,923	18.3	—	.77	—	—
	Times & World-News	BN	E	49,453	49,306	15.1	—	.77	—	—
	Lynchburg News, Advance	LA	ME	41,621	41,202	12.6	46.0	.57	1	161
	News	LA	M	20,882	20,549	6.3	—	.49*	1	161
	Advance	LA	E	20,739	20,653	6.3	—	.49	1	161
	Danville Register, Bee	LA	ME	25,722	24,511	7.5	53.5	.53	—	161
	Register	LA	M	9,541	8,941	2.7	—	x	—	161
	Bee	LA	E	16,181	15,570	4.8	—	x	—	161
	Martinsville Bulletin	LA	E	17,430	16,070	4.9	58.4	.24	—	161
	Covington Virginian	LA	E	8,761	7,840	2.4	60.8	.16	—	—
	Other newspapers and group buys									
	Virginia Newspaper Network #161 (A-S)	LA	—	296,198	93,058	—	—	5.13	—	161
65.	**OMAHA—321,500 hslds. (0.4% of U.S.)** SMSA's in ADI: Omaha (68)									
	ABC audited newspapers and group buys									
	Omaha World-Herald	CW	ME	235,336	177,753	55.3	55.3	1.91	1	—
	World-Herald	CW	M	124,440	67,639	21.0	—	x	1	—
	World-Herald	CW	E	110,896	110,114	34.3	—	x	1	—
	Council Bluffs Daily Nonpareil	TN	E	20,535	20,148	6.3	61.6	.28	—	—
	Fremont Tribune	GT	E	13,880	13,619	4.2	65.8	.36	1	—
	Nebraska City News Press	BN	E	4,063	3,645	1.1	66.9	.16*	—	97
	Other newspapers and group buys									
	Nebraska Out State Newspaper Unit Buy #97 (A-S)	BN	—	169,740	18,623	—	—	2.999	—	97
	Atlantic News-Telegraph (S)	—	E	7,600	—	—	—	.14	—	—
	Shenandoah Evening Sentinel (S)	ID	E	3,890	—	—	—	.22*	—	—
66.	**FRESNO—319,600 hslds. (0.4% of U.S.)** SMSA's in ADI: Fresno (82)									
	ABC audited newspapers and group buys									
	Fresno Bee	CW	M	124,829	123,632	38.7	38.7	1.06*	3	—
	Merced Sun-Star	—	E	20,769	20,035	6.3	45.0	.49	—	—
	Visalia Times-Delta	GT	E	19,330	19,161	6.0	51.0	.35	2m	—
	Hanford Sentinel	—	E	11,225	11,053	3.5	54.5	.23*	1m	—
	Tulare Advance-Register	BN	E	8,283	8,117	2.5	57.0	.22*	1m	—

FRESNO CONTINUED	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Madera Tribune	—	E	6,622	6,497	2.0	59.0	.22*	—	—
Other newspapers and group buys									
Tulare County Newspaper Unit #156 (A-S)	BN	—	20,626	18,695	—	—	.35	—	156

67. GREEN BAY—319,000 hslds. (0.4% of U.S.)

SMSA's in ADI: Appleton-Oshkosh (136), Green Bay (191)

ABC audited newspapers and group buys									
Green Bay Press-Gazette	SF	E	57,262	55,812	17.5	17.5	.53*	1	—
Appleton Post-Crescent	CW	E	50,790	50,231	15.7	33.2	.72	—	—
Oshkosh Northwestern	—	E	29,694	29,033	9.1	42.3	.43*	1	—
Central Upper Peninsula Newspapers #29	LA	—	37,161	28,503	8.9	—	.69	—	29
Fond du Lac Reporter	TN	E	22,734	19,830	6.2	48.5	.30	—	—
Manitowoc Herald-Times-Reporter	TN	E	18,101	17,587	5.5	54.0	.26	—	—
Marinette Eagle-Star	LA	E	10,775	10,530	3.3	57.3	.23	1	86
Escanaba Daily Press	LA	E	9,645	9,347	2.9	60.2	.30*	—	29-86
Menominee Herald Leader	—	E	4,850	4,582	1.4	61.6	.19	—	—
—Milwaukee Sentinel	MN	M	492,876	27,476	8.6	70.2	1.35	3m	—
Other newspapers and group buys									
Michigan Upper Peninsula Newspaper Netwk #86 (A-S)	LA	—	78,674	39,133	—	—	1.42	—	86

68. JACKSONVILLE—318,800 hslds. (0.4% of U.S.)

SMSA's in ADI: Jacksonville (55)

ABC audited newspapers and group buys									
Jacksonville Florida Times-Union, Journal	BN-PF	ME	201,920	189,694	59.5	59.5	2.20	—	—
Florida Times-Union	BN-PF	M	149,510	137,488	43.1	—	2.02	—	—
Journal	BN-PF	E	52,410	52,206	16.4	—	1.36	—	—
Central Florida Golden Markets-Group 1 #21	BN-PF	—	128,344	18,546	5.8	—	2.15	—	21
Palatka News	BN-PF	E	10,216	9,951	3.1	62.6	.26	1	21
St. Augustine Record	—	E	9,215	9,016	2.8	65.4	.23*	1	—
Lake City Reporter	PF	E	5,574	5,424	1.7	67.1	.39	1	21
Georgia Group #57	BN-KR	—	289,726	1,102	.3	—	3.66	—	57
Other newspapers and group buys									
Brunswick News (S)	—	E	14,353	—	—	—	.20	—	—
Orange Park Clay Today (S)	—	E	5,576	—	—	—	.18	—	—

69. ROCHESTER, NY—315,400 hslds. (0.4% of U.S.)

SMSA's in ADI: Rochester, NY (39)†

ABC audited newspapers and group buys									
Rochester Democrat & Chronicle, Times-Union	GT	ME	251,854	239,581	76.0	76.0	3.001	3	—
Democrat & Chronicle	GT	M	126,000	117,389	37.2	—	2.10	3	—
Times-Union	GT	E	125,854	122,192	38.7	—	2.10	3	—
Geneva Finger Lakes Times	—	E	18,561	10,413	3.3	79.3	.29*	—	—
Other newspapers and group buys									
Canandaigua Daily Messenger (S)	LA	E	9,685	—	—	—	.18	1	144

70. CEDAR RAPIDS-WATERLOO—299,200 hslds. (0.4% of U.S.)

SMSA's in ADI: Cedar Rapids (181), Waterloo-Cedar Falls (213), Dubuque (259)

ABC audited newspapers and group buys									
Cedar Rapids Gazette	BN	E	68,021	66,982	22.4	22.4	.63	—	—
Waterloo Courier	SK	E	53,576	49,796	16.6	39.0	.60	1	163
Dubuque Telegraph-Herald	BN	E	39,438	35,513	11.9	50.9	.56	1	—
Iowa City Press-Citizen	GT-ID	E	16,965	16,247	5.4	56.3	.43*	1	—
—Des Moines Register	CW	M	311,165	44,545	14.9	71.2	2.51	3	—

CEDAR RAPIDS CONTINUED	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Other newspapers and group buys									
Iowa City Daily Iowan (S)	—	M	16,500	—	—	—	.39*	—	—
Oelwein Daily Register (S)	TN	E	7,306	—	—	—	.18	—	—
Washington Evening Journal (S)	—	E	5,957	5,957	—	—	.15	1	—
Cedar Falls Record (S)	SK	M	4,137	—	—	—	.12	1	—

71. SPOKANE—294,100 hslds. (0.4% of U.S.)

SMSA's in ADI: Spokane (110)

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Spokane Spokesman-Review, Chronicle	CW	ME	136,145	129,880	44.2	44.2	1.18*	1	—
Spokesman-Review	CW	M	73,066	67,499	23.0	—	.89	1	—
Chronicle	CW	E	63,079	62,381	21.2	—	.89	1	—
Wenatchee World	BN	E	27,653	26,997	9.2	53.4	.31*	—	171
La Grande Observer	BN	E	6,316	6,123	2.1	55.5	.24	—	—
Moscow Idahonian	BN	E	6,295	6,063	2.1	57.6	.28	3	—
Other newspapers and group buys									
Yakima ADI + Buy #171 (A-S)	BN	—	158,942	53,539	—	—	2.21	—	171
Lewiston-Clarkston Tribune (S)	BN	M	26,220	—	—	—	.40*	1	171
Kellogg Evening News (S)	—	E	6,801	—	—	—	.16	1	—
Sandpoint Daily Bee (S)[1]	—	E	3,200	—	—	—	.17	—	—

72. JOHNSTOWN-ALTOONA—291,100 hslds. (0.4% of U.S.)

SMSA's in ADI: Johnstown (135), Altoona (205)

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Johnstown Tribune-Democrat	—	M	58,854	55,009	18.9	18.9	.64	1	—
Altoona Mirror	—	E	35,503	34,769	11.9	30.8	.35	2	—
Somerset Daily American	LA	M	8,192	7,861	2.7	33.5	.20*	1	—
Other newspapers and group buys									
Pennsylvania Newspaper Network #115 (A-S)	LA	—	990,896	86,983	—	—	15.68	—	115
Central Penn Newspaper Network #28 (A-S)	LA	—	164,916	64,457	—	—	2.20	—	28
Lewiston Sentinel (S)	—	E	13,226	—	—	—	.26	1	—
DuBois Courier-Express (S)	LA	E	12,600	—	—	—	.22	—	—
Huntingdon Daily News (S)	LA	E	11,935	—	—	—	.20	—	28
Bedford Gazette (S)	LA	M	7,398	—	—	—	.17	—	28
Punxsutawney Spirit (S)	LA	M	6,450	—	—	—	.20*	—	—
Ridgway Record (S)	LA	E	3,900	—	—	—	.16*	1m	—

73. SPRINGFIELD-DECATUR-CHAMPAIGN—291,000 hslds. (0.4% of U.S.)

SMSA's in ADI: Springfield, IL (163), Champaign-Urbana-Rantoul (194), Decatur (207)

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Central Illinois Unit #23	BN	—	138,387	116,776	40.1	—	1.65	—	23
Springfield State Journal-Register	BN	ME	72,035	59,448	20.4	20.4	.80	—	23
State Journal-Register	BN	M	57,646	45,780	15.7	—	x	—	23
State Journal-Register	BN	E	14,389	13,668	4.7	—	x	—	23
Decatur Herald, Review	BN	ME	65,338	57,328	19.7	40.1	1.03	—	23
Herald	BN	M	37,442	29,762	10.2	—	x	—	23
Review	BN	E	27,896	27,566	9.5	—	x	—	23
Champaign-Urbana News-Gazette	TP	E	41,394	39,687	13.6	53.7	.57	1m	—
Danville Commercial-News	GT	E	31,255	25,164	8.6	62.3	.54	1	—
Coles County Newspaper Network #36	LA	—	18,787	15,783	5.4	—	.35	—	36
Mattoon Journal Gazette	LA	E	12,054	10,064	3.5	65.8	x	1	36
Jacksonville Journal, Courier	—	ME	17,396	9,933	3.4	69.2	.26	—	—
Journal	—	M	8,430	4,219	1.4	—	x	—	—
Courier	—	E	8,966	5,714	2.0	—	x	—	—
Taylorville Breeze-Courier	LA	E	9,691	8,954	3.1	72.3	.20	1	—
Charleston Times Courier	LA	M	6,632	5,719	2.0	74.3	x	1	36

[1] ABC audit pending.

SPRINGFIELD, IL CONTINUED	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Other newspapers and group buys									
Shelbyville Daily Union (S)	—	E	4,560	—	—	—	.13*	1	——
Hoopeston Chronicle (S)	LA	E	2,800	—	—	—	.18*	—	——

74. PADUCAH-CAPE GIRARDEAU-HARRISBURG—287,700 hslds. (0.4% of U.S.)

ABC audited newspapers and group buys									
Great Rivers Group #61	BN	—	80,120	72,802	25.3	—	1.15	—	61
Paducah Sun	BN	E	30,212	29,775	10.3	10.3	.40*	—	61
Carbondale Southern Illinoisan	BN	E	32,319	27,094	9.4	19.7	.59*	—	——
St. Louis & Illinois Super Interurbia #131	BN	—	150,836	27,094	9.4	—	2.01	—	131
Cape Girardeau SE Missourian	BN	E	18,095	15,933	5.5	25.2	.29	—	——
Poplar Bluff American Republic	LA	E	15,922	12,200	4.2	29.4	.25	—	91
Sikeston Daily Standard	LA	E	11,286	10,873	3.8	33.2	.20	2m	91
Other newspapers and group buys									
Missouri Group #91 (A-S)	LA	—	38,614	27,911	—	—	.69	—	91
Western Kentucky Group #166 (A-S)	LA	—	34,828	7,290	—	—	.51	—	166
Murray Ledger & Times (S)	LA	E	7,862	—	—	—	.20*	1	166
West Frankfort Daily American (S)	—	E	4,300	—	—	—	.20	—	——
Fulton Daily Leader (S)	LA	E	3,250	3,250	—	—	.16	1m	——

75. DAVENPORT-ROCK ISLAND-MOLINE—283,200 hslds. (0.4% of U.S.)

SMSA's in ADI: Davenport-Rock Island-Moline (98)

ABC audited newspapers and group buys									
Davenport-Kewanee-Muscatine Group #39	BN	—	86,445	80,130	28.3	—	1.08	—	39
Davenport-Muscatine Unit #41	BN	—	76,623	71,788	25.3	—	.92	—	41
Davenport-Kewanee Quad City Unit #40	BN	—	74,329	68,544	24.2	—	.87	—	40
Quad-City Times	BN	AD	63,573	61,553	21.7	21.7	.71*	1	41-40-39
Moline-Rock Island Quad City Metro Unit #93	BN	—	58,829	58,588	20.7	—	.65	—	93
Moline Dispatch	BN	E	36,016	35,571	12.6	34.3	.45*	1	93
Rock Island Argus	BN	E	23,372	22,595	8.0	42.3	.42*	1	93
Clinton Herald	BN	E	23,049	22,231	7.8	50.1	.36	—	——
Burlington Hawk Eye	SD	E	20,876	18,179	6.4	56.5	.48	—	——
Northern Illinois Newspaper Network #106	LA	—	49,803	17,188	6.1	—	.90	—	106
Sterling Gazette	LA	E	14,267	13,633	4.8	61.3	.27	—	106
Muscatine Journal	BN-ID	E	12,215	11,586	4.1	65.4	.29*	1	40
Kewanee Star-Courier	BN	E	9,814	8,342	2.9	68.3	.20	1	——
Monmouth Review Atlas	—	E	5,781	5,109	1.8	70.1	.137*	2	——
—Des Moines Register	CW	M	311,165	14,432	5.1	75.2	2.51	3	——
Other newspapers and group buys									
Galesburg Register-Mail (S)	LA	E	22,593	—	—	—	.32*	—	——

76. CHATTANOOGA—279,800 hslds. (0.4% of U.S.)

SMSA's in ADI: Chattanooga (90)

ABC audited newspapers and group buys									
Chattanooga News-Free Press	LA	E	64,280	63,040	22.5	22.5	.54	—	——
Chattanooga Times	BN	M	53,886	51,771	18.5	41.0	.50	—	——
Cleveland Daily Banner	LA	E	14,540	14,270	5.1	46.1	.215*	—	147
Dalton Daily Citizen-News	—	E	10,367	10,209	3.6	49.7	.21	—	——
Other newspapers and group buys									
Tennessee East Newspaper Network #147 (A-S)	LA	—	88,931	22,819	—	—	1.57	—	147
Athens Daily Post-Athenian (S)	LA	E	9,477	—	—	—	.26*	—	——

Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
77.	**SOUTH BEND-ELKHART**—279,300 hslds. (0.4% of U.S.) SMSA's in ADI: South Bend (128), Elkhart (211)									
	ABC audited newspapers and group buys									
	South Bend Tribune	SK	E	110,075	102,023	36.5	36.5	1.09*	1	——
	Benton Harbor Herald-Palladium	LA	E	35,723	29,963	10.7	47.2	.48*	1	——
	Elkhart Truth	BN	E	30,039	29,422	10.5	57.7	.40	—	——
	Goshen News	—	E	13,663	12,818	4.6	62.3	.26	1	——
	Warsaw Times-Union	—	E	12,553	11,675	4.2	66.5	.29*	1	——
	Other newspapers and group buys									
	Sturgis Daily Journal (S)	—	E	10,465	—	—	—	.22*	1	——
	Niles Daily Star (S)	—	E	8,500	—	—	—	.30	2	——
	Rochester Sentinel (S)	—	E	4,783	—	—	—	.18	1	——
78.	**PORTLAND-POLAND SPRING**—276,500 hslds. (0.4% of U.S.) SMSA's in ADI: Portland, ME (148), Lewiston-Auburn (247)									
	ABC audited newspapers and group buys									
	Portland Press Herald, Express	LA	ME	84,148	80,548	29.1	29.1	.83*	1	——
	Press Herald	LA	M	53,984	50,497	18.3	—	.67	1	——
	Express	LA	E	30,164	30,051	10.9	—	.67	1	——
	Lewiston Sun, Journal	LA	ME	46,923	46,520	16.8	45.9	.44	1	177
	Sun	LA	M	32,850	32,549	11.8	—	x	1	177
	Journal	LA	E	14,073	13,971	5.1	—	x	1	177
	Augusta Kennebec Journal	LA	M	18,155	17,515	6.3	52.3	.34	—	——
	Central Maine Morning Sentinel	LA	M	24,484	13,172	4.8	57.1	.36	—	177
	Brunswick Times Record	LA	E	12,714	12,487	4.5	61.6	.26	1	——
	Laconia Evening Citizen	LA	E	8,136	7,612	2.8	64.4	.17	—	——
	Claremont Eagle Times	LA	E	10,603	6,359	2.3	66.7	.24*	1m	——
	Other newspapers and group buys									
	Maine Newspaper Network #177 (A-S)	LA	—	106,139	91,227	—	—	1.08	—	177
	Biddeford Journal Tribune (S)[1]	LA	E	14,630	—	—	—	.315	1m	
79.	**ALBUQUERQUE**—275,130 hslds. (0.4% of U.S.) SMSA's in ADI: Albuquerque (97)									
	ABC audited newspapers and group buys									
	Albuquerque Journal, Tribune	BN-SK	ME	119,364	113,919	41.4	41.4	1.10	—	——
	Journal	BN-SK	M	79,883	74,559	27.1	—	.85	—	——
	Tribune	BN-SK	E	39,481	39,360	14.3	—	.75	—	——
	Santa Fe New Mexican	GT	E	18,363	18,117	6.6	48.0	.31	1	——
	Gallup Independent	BN	E	10,573	9,521	3.5	51.5	.26	—	——
	Durango Herald	BN	E	6,712	6,107	2.2	53.7	.27	1	——
	Other newspapers and group buys									
	Grants Daily Beacon (S)	—	E	5,220	—	—	—	.17*	1	——
	Las Vegas Daily Optic (S)	TP	E	4,160	—	—	—	.22*	1	——
	Raton Daily Range (S)	LA	E	3,500	—	—	—	.18	—	——
80.	**YOUNGSTOWN**—262,700 hslds. (0.3% of U.S.) SMSA's in ADI: Youngstown-Warren (74)									
	ABC audited newspapers and group buys									
	Youngstown Vindicator	SK	E	101,734	99,289	37.8	37.8	.60*	—	——
	Warren Tribune Chronicle	LA	E	44,212	42,838	16.3	54.1	.48	1	35
	Sharon Herald	BN	E	26,878	26,210	10.0	64.1	.34	1	——
	East Liverpool-Salem Unit #46	TN	—	25,994	22,745	8.7	—	.39	—	46
	East Liverpool Review	TN	E	14,477	11,411	4.3	68.4	.24	—	46
	Salem News	TN	E	11,613	11,334	4.3	72.7	.22	—	46
	Niles Daily Times	AN-OS	E	7,019	6,911	2.5	75.3	.24*	1	——

[1] ABC since February, 1980.

YOUNGSTOWN CONTINUED	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Other newspapers and group buys									
Cleveland ADI Newspapers #35 (A-S)	LA	—	279,570	46,045	—	—	3.87	—	35
81. SPRINGFIELD, MO—251,800 hslds. (0.3% of U.S.) SMSA's in ADI: Springfield, MO (158)									
ABC audited newspapers and group buys									
Springfield News, Leader & Press	GT	ME	79,424	77,675	30.8	30.8	.91	2	——
News	GT	M	33,899	32,630	13.0	—	.646	2	——
Leader & Press	GT	E	45,525	45,045	17.9	—	.782	2	——
Other newspapers and group buys									
West Plains Daily Quill (S)	MP	E	8,779	—	—	—	.20	1	——
Aurora Advertiser (S)	MP	E	3,950	—	—	—	.14	—	——
82. WEST PALM BEACH—251,200 hslds. (0.3% of U.S.) SMSA's in ADI: West Palm Beach-Boca Raton (70)									
ABC audited newspapers and group buys									
West Palm Beach Post, Times	SF-PF	ME	108,154	106,863	42.5	42.5	1.27	1	——
Post	SF-PF	M	77,972	77,108	30.7	—	z	1	——
Times	SF-PF	E	30,182	29,755	11.8	—	z	1	——
Fort Pierce News Tribune	LA	E	13,070	12,658	5.0	47.5	.25	—	——
Boca Raton News	US-KR	E	12,414	11,930	4.7	52.2	.345	1	159
Stuart News	SK	E	11,737	11,427	4.5	56.7	.31	1	——
—Miami Herald	KR-PF	M	420,530	32,824	13.1	69.8	5.25	3	——
Other newspapers and group buys									
Miami USSPI Group #159 (A-V)	US	—	12,019	11,949	—	—	3.96	—	159
Palm Beach Daily News (S)[2]	SF	M	8,220	—	—	—	.72*	1	——
83. JACKSON, MS—249,300 hslds. (0.3% of U.S.) SMSA's in ADI: Jackson, MS (125)									
ABC audited newspapers and group buys									
Jackson Clarion-Ledger, News	LA	ME	101,222	83,603	33.5	33.5	.82*	—	——
Clarion-Ledger	LA	M	60,821	48,960	19.6	—	x	—	——
News	LA	E	40,401	34,643	13.9	—	x	—	——
Vicksburg Post	BN	E	15,053	13,926	5.6	39.1	.21	—	——
McComb Enterprise-Journal	MM	E	12,797	10,125	4.1	43.2	.29*	—	——
Other newspapers and group buys									
Brookhaven Daily Leader (S)	MM	E	7,300	—	—	—	.16*	—	——
Yazoo Daily Herald (S)	MM	E	3,500	—	—	—	.16	—	——
84. BRISTOL-KINGSPORT-JOHNSON CITY—248,400 hslds. (0.3% of U.S.) SMSA's in ADI: Johnson City-Kingsport-Bristol (88)									
ABC audited newspapers and group buys									
Tri-Cities Unit #155	BN	—	64,833	64,468	26.0	—	.68	—	155
Kingsport News, Times	—	ME	41,576	41,353	16.6	16.6	.47*	1	——
News	—	M	1,956	1,875	.8	—	x	1	——
Times	—	E	39,620	39,478	15.9	—	x	1	——
Bristol Herald-Courier, Virginia-Tennessean	BN	ME	38,940	38,197	15.4	32.0	.38	—	——
Herald-Courier	BN	M	29,148	28,432	11.4	—	x	—	——
Virginia-Tennessean	BN	E	9,792	9,765	3.9	—	x	—	——
Johnson City Press-Chronicle	BN	ME	26,850	26,159	10.5	42.5	.31	—	155
Press-Chronicle	BN	M	4,685	4,043	1.6	—	x	—	155
Press-Chronicle	BN	E	22,165	22,116	8.9	—	x	—	155

[2] Published daily October through May. Published Thursday and Sunday only from June through September.

BRISTOL CONTINUED

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Other newspapers and group buys									
Tennessee East Newspaper Network #147 (A-S)	LA	—	88,931	14,951	—	—	1.57	—	147
Greeneville Sun (S)	LA	E	14,360	—	—	—	.24	1	147
Elizabethton Star (S)	GA	E	9,000	—	—	—	.22	—	——

85. LINCOLN-HASTINGS-KEARNEY—243,100 hslds. (0.3% of U.S.)

SMSA's in ADI: Lincoln (169)

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Lincoln Star, Journal	SF	ME	74,722	66,753	27.5	27.5	.88*	—	——
Star	SF	M	30,160	26,625	11.0	—	z	—	——
Journal	SF	E	44,562	40,128	16.5	—	z	—	——
Grand Island Independent	BN	E	25,449	24,863	10.2	37.7	.35	1	97
Hastings Tribune	BN	E	18,064	17,608	7.2	44.9	.30	1	——
Kearney Daily Hub	BN	E	10,585	9,981	4.1	49.0	.18*	1m	——
Beatrice Daily Sun	BN	E	10,963	9,371	3.9	52.9	.20*	1m	——
Columbus Telegram	BN	E	11,598	9,278	3.8	56.7	.20	1m	97
McCook Daily Gazette	BN	E	10,607	6,798	2.8	59.5	.17*	1m	——
Holdrege Daily Citizen	BN	E	3,954	3,468	1.4	60.9	.15*	1m	97
—Omaha World-Herald	CW	M	235,336	37,026	15.2	76.1	x	1	——
Other newspapers and group buys									
Nebraska Out State Newspaper Unit Buy #97 (A-S)	BN	—	169,740	83,478	—	—	2.999	—	97
York News-Times (S)	BN	E	6,337	—	—	—	.16	1	97

86. SPRINGFIELD, MA—225,500 hslds. (0.3% of U.S.)

SMSA's in ADI: Springfield-Chicopee-Holyoke (69)

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Springfield Union, News	NN	ME	150,390	139,151	61.7	61.7	1.18	1	——
Union	NN	M	73,684	66,626	29.5	—	.80	1	——
News	NN	E	76,706	72,525	32.2	—	.88	1	——
Holyoke Transcript-Telegram	LA	E	29,398	29,107	12.9	74.6	.37*	1	167-168
Northampton Hampshire Gazette	LA	E	18,692	18,338	8.1	82.7	.31*	1m	167-168
Greenfield Recorder	LA	E	15,244	14,688	6.5	89.2	.25	—	167-168
Other newspapers and group buys									
Western New England Newspaper Network #168 (A-S)	LA	—	155,177	61,985	—	—	2.11	—	168
Western Massachusetts Newspaper Network #167 (A-S)	LA	—	107,173	61,985	—	—	1.34	—	167
Lebanon Daily Record (S)	MP	E	6,685	—	—	—	.20*	1	——

87. EVANSVILLE—223,900 hslds. (0.3% of U.S.)

SMSA's in ADI: Evansville (121), Owensboro (263)

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Evansville Courier, Press	SK	ME	107,552	101,860	45.5	45.5	.82	1	——
Courier	SK	M	63,050	58,024	25.9	—	.68	1	——
Press	SK	E	44,502	43,836	19.6	—	.67	1	——
Owensboro Messenger-Inquirer	SK	M	32,408	29,174	13.0	58.5	.32*	1	——
Henderson Gleaner	SK	M	10,765	10,363	4.6	63.1	.27	1	——
Princeton Daily Clarion	—	E	6,921	6,557	2.9	66.0	.175*	1	——
Other newspapers and group buys									
Western Kentucky Group #166 (A-S)	LA	—	34,828	11,595	—	—	.51	—	166
Madisonville Messenger (S)[1]	LA	E	—	—	—	—	.23*	1m	166

88. LEXINGTON—220,200 hslds. (0.3% of U.S.)

SMSA's in ADI: Lexington-Fayette (120)

	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Lexington Herald, Leader	KR	ME	97,324	85,138	38.7	38.7	1.00	1	——

[1] Now ABC-audited.

LEXINGTON CONTINUED	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Herald	KR	M	63,465	51,893	23.6	—	x	1	——
Leader	KR	E	33,859	33,245	15.1	—	x	1	——
Danville Advocate-Messenger	LA	E	10,732	10,096	4.6	43.3	.20	1	——
—Louisville Courier-Journal	—	M	361,695	16,738	7.6	50.9	1.92	3	——
Other newspapers and group buys									
Central Kentucky Group #26 (A-S)	LA	—	63,841	16,343	—	—	1.07	—	26
Somerset Commonwealth-Journal (S)	—	E	11,500	—	—	—	.20*	—	26
Winchester Sun (S)	LA	E	6,800	—	—	—	.20	1	26

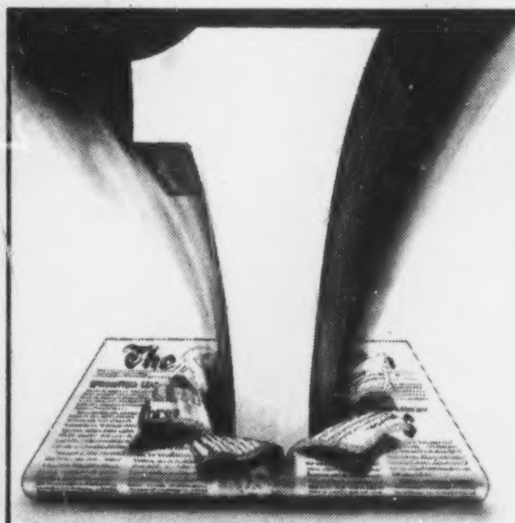
89. PEORIA—213,900 hslds. (0.3% of U.S.)

SMSA's in ADI: Peoria (100), Bloomington-Normal (225)

ABC audited newspapers and group buys	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Peoria Journal Star	CW	AD	103,013	94,622	44.2	44.2	.86	—	——
Bloomington Pantagraph	LA	AD	52,169	39,353	18.4	62.6	.74*	3	——
Pekin Times	BN	E	22,701	21,918	10.2	72.8	.31	—	——
Canton Ledger	—	E	9,300	8,881	4.2	77.0	.27*	1	——
Lincoln Courier	—	E	7,337	6,910	3.2	80.2	.18	—	——

90. BURLINGTON-PLATTSBURGH—209,000 hslds. (0.3% of U.S.)

ABC audited newspapers and group buys	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Burlington Free Press	GT	M	47,779	46,626	22.3	22.3	.75	1	——
RBM Market Network #124	LA	—	33,582	30,359	14.5	—	.52	—	124
Plattsburgh Press-Republican	BN	M	20,837	20,630	9.9	32.2	.37	1	——
Rutland Herald	LA	M	21,197	18,781	9.0	41.2	.29	1	124-168
Barre-Montpelier Times-Argus	LA	E	12,228	11,858	5.7	46.9	.23*	1	124-168
West Lebanon Valley News	LA	E	13,129	11,567	5.6	52.5	.22	1	77
St. Johnsbury Caledonian-Record	LA	E	9,333	7,198	3.4	55.9	.20	—	——
Newport Daily Express	LA	E	4,708	4,146	2.0	57.9	.20*	—	——
Other newspapers and group buys									
Northern New York Newspaper Network #184 (A-S)	LA	—	16,637	10,624	—	—	.94	—	184
Adirondack Daily Enterprise (S)	LA	E	5,500	—	—	—	.17	1m	——
St. Albans Daily Messenger (S)	—	E	3,864	—	—	—	.18*	—	——



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Newhouse Newspapers

SPRINGFIELD NEWSPAPERS

Largest in Massachusetts Outside Boston.

*Source: NCA

Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
91.	**TUCSON**—207,570 hslds. (0.3% of U.S.) SMSA's in ADI: Tucson (78)									
	ABC audited newspapers and group buys									
	Tucson Star, Citizen	GT	ME	127,455	123,857	59.7	59.7	1.07*	—	——
	Star	GT	M	67,004	64,400	31.0	—	.65	—	——
	Citizen	GT	E	60,451	59,457	28.6	—	.65	—	——
92.	**AUSTIN, TX**—204,900 hslds. (0.3% of U.S.) SMSA's in ADI: Austin (76)									
	ABC audited newspapers and group buys									
	Austin American Statesman	CW	ME	123,121	112,938	55.1	55.1	1.08*	—	10
	American-Statesman	CW	M	86,504	76,859	37.5	—	x	—	10
	American-Statesman	CW	E	36,617	36,079	17.6	—	x	—	10
	Austin Group #10	CW	—	242,996	108,092	52.8	—	2.51	—	10
	Taylor Press	TP	E	5,256	4,676	2.3	57.4	.18	—	——
	San Marcos Daily Record	—	E	3,668	3,397	1.7	59.1	.19*	—	——
	Other newspapers and group buys									
	Austin Citizen (S)	—	E	15,000	—	—	—	.21*	1	——
93.	**SIOUX FALLS-MITCHELL**—201,800 hslds. (0.3% of U.S.) SMSA's in ADI: Sioux Falls (243)									
	ABC audited newspapers and group buys									
	Sioux Falls Argus Leader[1]	GT	E	46,116	43,010	21.3	21.3	.80*	1	——
	Aberdeen American News	KR	E	21,819	16,730	8.3	29.6	.33	1	——
	Watertown Public Opinion	BN	E	17,603	15,631	7.7	37.3	.22*	2	——
	Mitchell Daily Republic	TN	E	14,824	14,206	7.0	44.3	.25	—	——
	Huron Daily Plainsman	BN	E	13,742	13,058	6.5	50.8	.21*	1	——
	Other newspapers and group buys									
	Worthington Daily Globe (S)	—	E	18,021	12,000	—	—	.27*	1	180
	Yankton Daily Press & Dakotan (S)	LA	E	10,879	—	—	—	.25*	1	——
	Pierre Daily Capital Journal (S)	—	E	5,600	—	—	—	.18*	—	——
	Madison Daily Leader (S)	AN	E	3,958	—	—	—	.13	—	——
94.	**GREENVILLE-NEW BERN-WASHINGTON**—200,600 hslds. (0.3% of U.S.)									
	ABC audited newspapers and group buys									
	Raleigh-Durham Unit #123	BN	—	228,032	29,123	14.5	--	2.09	—	123
	Jacksonville Daily News	LA	E	19,007	18,616	9.3	9.3	.30	—	47
	New Bern Sun-Journal	LA	E	14,606	14,375	7.2	16.5	.22*	—	47
	Greenville Reflector	GA	E	14,328	14,111	7.0	23.5	.22	--	——
	Kinston Free Press	LA	E	13,041	12,785	6.4	29.9	.20	—	47
	Washington News	LA	E	9,254	8,859	4.4	34.3	.18	—	47
	Roanoke Rapids Daily Herald	—	E	9,853	7,277	3.6	37.9	.17	2m	——
	—Raleigh News and Observer	BN	M	162,356	33,999	16.9	54.8	1.47	—	123
	Other newspapers and group buys									
	Eastern North Carolina Newspaper Network #47 (A-S)	LA	—	75,396	55,998	—	—	1.053	—	47
95.	**COLUMBIA, SC**—197,900 hslds. (0.3% of U.S.) SMSA's in ADI: Columbia, SC (109)									
	ABC audited newspapers and group buys									
	Columbia State, Record	SK	ME	136,771	109,581	55.4	55.4	1.36*	1	——
	State	SK	M	103,528	76,824	38.8	—	z	1	——
	Record	SK	E	33,243	32,757	16.6	—	z	1	——
	Columbia-Myrtle Beach Unit #38	SK	—	152,409	109,581	55.4	—	1.36	—	38
	South Carolina Newspaper Network #135	LA	—	71,189	38,362	19.4	—	1.64	—	135
	Sumter Item	LA	E	18,814	18,568	9.4	64.8	.27	1	135
	Orangeburg Times & Democrat	LA	M	15,000	14,117	7.1	71.9	.29	—	135
	Camden Chronicle	LA	E	6,269	5,722	2.9	74.8	.18	—	——

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[1] *Now a morning newspaper.*

Rank	ADI Name Newspaper	Rep	Edition	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
96.	**FORT WAYNE**—196,900 hslds. (0.3% of U.S.)									
	SMSA's in ADI: Fort Wayne (101), Lima (161)†									
	ABC audited newspapers and group buys									
	Fort Wayne Journal-Gazette, News-Sentinel	BN	ME	133,972	125,770	63.9	63.9	.94	1	——
	Journal-Gazette	BN	M	61,235	55,329	28.1	—	.91	1	——
	News-Sentinel	BN	E	72,737	70,441	35.8	—	.91	1	——
	THING (The Indiana Newspaper Group) #72	BN-GT	—	133,521	2,482	1.3	—	2.043	—	72
	Other newspapers and group buys									
	Wabash Plain Dealer (S)	LA	E	8,472	8,472	—	—	.195	1	——
	Auburn Evening Star (S)	—	E	6,100	—	—	—	.18*	—	——
	Decatur Daily Democrat (S)	AN	E	5,925	—	—	—	.17	1	——
97.	**LANSING**—194,100 hslds. (0.3% of U.S.)									
	SMSA's in ADI: Lansing-East Lansing (87)†, Jackson, MI (200)									
	ABC audited newspapers and group buys									
	Gannett Michigan #55	GT	—	139,558	69,438	35.8	—	1.802	—	55
	Lansing State Journal	GT	E	74,026	68,287	35.2	35.2	.82*	1	55
	Jackson Citizen Patriot	NN	E	37,840	36,298	18.7	53.9	.70	1	5-15
	Ann Arbor-Jackson Group #5	NN	—	80,938	36,298	18.7	—	1.26	—	5
	Booth Newspaper Group #15	NN	—	512,621	36,298	18.7	—	5.73	—	15
	—Detroit Free Press	KR	M	615,168	22,007	11.3	65.2	4.47	3	——
	Other newspapers and group buys									
	Hillsdale Daily News (S)	—	E	8,480	—	—	—	.225*	1m	——
98.	**BATON ROUGE**—193,800 hslds. (0.3% of U.S.)									
	SMSA's in ADI: Baton Rouge (92)									
	ABC audited newspapers and group buys									
	Baton Rouge Advocate, State-Times	BN	ME	111,913	97,952	50.5	50.5	1.19	—	——
	Advocate	BN	M	68,943	55,590	28.7	—	.93	—	——
	State-Times	BN	E	42,970	42,362	21.9	—	.88	—	——
	Other newspapers and group buys									
	Morgan City Daily Review (S)	MM	E	6,842	—	—	—	.16	—	——
99.	**HUNTSVILLE-DECATUR-FLORENCE**—193,500 hslds. (0.3% of U.S.)									
	SMSA's in ADI: Huntsville (129), Florence (222)									
	ABC audited newspapers and group buys									
	Huntsville News, Times	NN	ME	65,438	61,853	32.0	32.0	.72*	1	——
	News	NN	M	13,419	13,330	6.9	—	.63	1	——
	Times	NN	E	52,019	48,523	25.1	—	.63	1	——
	Florence Times-Tri-Cities Daily	LA	E	29,105	28.274	14.6	46.6	.38*	1m	133
	Decatur Daily	LA	E	23,131	22,713	11.7	58.3	.299	—	13
	Other newspapers and group buys									
	Select Alabama Markets #133 (A-S)	LA	—	147,765	50,987	—	—	2.03	—	133
	Athens News Courier (S)	—	M	7,390	—	—	—	.16*	—	——
100.	**WACO-TEMPLE**—187,400 hslds. (0.2% of U.S.)									
	SMSA's in ADI: Killeen-Temple (167), Waco (183), Bryan-College Station (264)									
	ABC audited newspapers and group buys									
	Austin Group #10	CW	—	242,996	47,508	25.4	—	2.51	—	10
	Waco Tribune-Herald	CW	ME	46,886	41,880	22.3	22.3	.67*	—	10
	Tribune-Herald	CW	M	30,449	26,739	14.3	—	x	—	10
	Tribune-Herald	CW	E	16,437	15,141	8.1	—	x	—	10
	Temple/Killeen Metro Group #181	TP	—	39,867	39,009	20.8	—	.52	—	181
	Temple Daily Telegram	TP	M	24,801	24,160	12.9	35.2	.35*	1	181
	Killeen Daily Herald	TP	E	15,066	14,634	7.8	43.0	.25*	1	181
	Other newspapers and group buys									
	Harte-Hanks Texas Group-1 #68 (A-S)	BN	—	281,258	16,769	—	—	4.131	—	68
	Bryan Eagle (S)	BN	E	18,081	—	—	—	.33*	2	68-70
	Marlin Daily Democrat (S)	—	E	3,252	—	—	—	.13*	1	——

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7. Arizona West Group
8. Ashtabula Newspaper Group
10. Austin Group
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12. Bay Sparks Group
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15. Booth Newspaper Group
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19. CCC (Contra Costa County Group)
20. Cajun Group
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24. Central Indiana Newspaper Group
25. Central Iowa Unit
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GROUPS WITH WEEKLY CIRCULATION

U.S. SUBURBAN PRESS, INC.

Group	Daily circulation	Weekly circulation	Total circulation	Rate ($)
Albuquerque	—	108,726	108,726	.86
Anaheim	30,191	387,324	417,515	2.97
Atlanta	40,682	484,707	525,389	3.90
Baltimore	56,137	156,441	212,578	2.27
Boston	146,951	294,133	441,084	5.14
Bridgeport	—	83,667	83,667	1.51
Buffalo	17,685	70,985	88,670	.82
Chicago	66,408	708,861	775,269	7.72
Cincinnati	30,120	271,034	301,154	3.23
Cleveland	—	283,820	283,820	2.40
Dallas	87,990	149,594	237,584	3.25
Dayton	7,379	31,182	38,561	.57
Denver	—	247,959	247,959	1.47
Detroit	105,647	532,426	638,073	6.22
Fresno	—	100,658	100,658	1.04
Hawaii	17,451	108,604	126,055	1.60
Houston	106,947	337,270	444,217	4.93
Indianapolis	66,164	91,615	157,779	1.93
Kansas City	21,240	212,903	234,143	1.97
Los Angeles	33,809	889,680	923,489	5.59
Louisville	—	58,600	58,600	.47
Miami	12,019	469,914	481,933	3.96
Milwaukee	10,513	375,686	386,199	3.47
Minneapolis	—	154,725	154,725	1.80
Nassau/Suffolk				
New Haven	7,154	60,552	67,706	.83
New Jersey North	24,659	1,156,675	1,181,334	11.30
New Orleans	—	257,413	257,413	1.88
New York ADI	24,659	1,441,818	1,466,477	14.48
Oklahoma City	61,649	62,132	123,781	1.75
Omaha	—	54,034	54,034	.83
Philadelphia	52,300	418,535	470,835	5.30
Pittsburgh	50,579	120,182	170,761	1.98
Portland	5,923	277,378	283,301	2.30
Providence	—	75,374	75,374	.94
Rochester	—	43,912	43,912	.62
Sacramento	10,744	165,105	175,849	1.42
St. Louis	—	781,849	781,849	4.71
San Antonio	—	206,405	206,405	1.90
San Diego	24,604	289,376	313,980	2.84
San Francisco	225,361	586,399	811,760	8.06
San Jose	—	250,100	250,100	1.45
Seattle	57,105	371,783	428,888	4.33
Spokane	—	130,454	130,454	.80
Washington, DC	18,029	312,222	330,251	3.24
Wilmington	10,782	56,848	67,630	.82
Total	1,395,440	12,488,424	13,883,864	—

LANDON ASSOCIATES

Group	Daily circulation	Weekly circulation	Total circulation	Rate ($)
Albany ADI Newspaper Network	86,387	21,800	108,187	1.28
Buffalo ADI Newspaper Network	216,091	10,111	226,202	3.58
K.N.L. Newspapers	25,906	5,174	31,080	.42
Maryland Newspaper Network	115,642	90,989	206,631	2.04
Michigan Upper Peninsula Newspaper Network	78,302	10,205	88,507	1.42
NNN (Niagara County Newspaper Network)	66,387	10,111	76,498	1.04
Nixon Newspaper Network	49,410	3,185	52,538	.80
Northern Illinois Newspaper Network	49,155	26,300	75,455	.90
Northern New York Newspaper Network	17,108	16,108	33,216	.85
Pennsylvania Newspaper Network	924,195	171,247	1,095,442	15.20
Piedmont Crescent Newspapers	18,543	25,171	43,714	.71
SPAN (Suburban Philadelphia Area Newspapers)	334,585	42,739	377,315	4.99
Suburban Washington Area Newspapers	58,605	113,673	172,273	1.64
3-M Newspaper Network	17,435	7,695	25,130	.45
Upper Peninsula Central	37,161	10,205	47,366	.62
Virginia Newspaper Network	295,823	47,274	343,697	4.64
Wilkes Barre-Scranton ADI	202,283	11,034	213,717	2.53

DAILY CHARACTERISTICS IN 100 ADI'S

1. NEW YORK—6,495,500 hslds. (8.6% of U.S.)

SMSA's in ADI: New York (1), Nassau-Suffolk (11), Newark, NJ (16), Bridgeport-Stamford-Norwalk-Danbury (48), Jersey City (65), New Brunswick-Perth Amboy-Sayreville (71), Long Branch-Asbury Park (80), Paterson-Clifton-Passaic (84), Poughkeepsie (155)

Rank	ADI Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
	ABC audited newspapers												
	New York Daily News	NY-WA-CW	M	1,200	6	—	W-S	—	4	—	Y	N	Y
	New York Times	NT	M	2,700	9	—	W	—	2	Own	N	Y	Y
	New York Post	BN	E	1,200	6	—	W	HS	4	Other	N	N	Y
	Long Island Newsday	—	E	1,200	6	—	W-S	—	2	Belden	N	Y	Y
	Newark Star-Ledger	NN	M	2,835	9	C	W-S	H	4	Scarborough	N	N	Y
	Bergen County (NJ) Record	SF	E	2,700	9	C	W	H	4	Simmons	Y	N	Y
	Asbury Park Press	SF	E	2,709	9	C	W	H	4	Belden	N	N	Y
	Bridgeport Telegram, Post	LA	ME	2,556	9	B	W	H	4	MOR	N	N	N
	Telegram	LA	M	2,556	9	B	W	H	4	MOR	N	N	N
	Post	LA	E	2,556	9	B	W	H	4	MOR	N	N	N
	Passaic-Clifton Herald-News	DN	E	2,700	9	C	W	HS	4	Chilton	Y	N	Y
	Staten Island Advance	NN	E	2,700	9	C	W-S	HS	4	Belden	N	N	Y
	Jersey City Journal	NN	E	2,835	9	C	W	HS	4	3 Sigma	N	N	Y
	Middletown Times Herald-Record	BN	M	1,260	6	T	—	—	4	—	N	N	N
	Paterson News	LA	ME	2,700	9	C	W	H	4	—	N	N	N
	News	LA	M	2,700	9	C	W	H	4	—	N	N	N
	News	LA	E	2,700	9	C	W	H	4	—	N	N	N
	Bridgewater Courier News	GT-SF	E	2,709	9	C	W	H	4	Scarborough	Y	Y	Y
	New Brunswick Home News	SK-SF	E	2,772	9	C	W	HS	4	Scarborough	Y	N	N
	Perth Amboy Woodbridge News-Tribune	SF	E	2,718	9	C	W	HS	4	Scarborough	Y	Y	N
	Elizabeth Daily Journal	LA	E	2,408	8	A	W	H	4	—	N	N	N
	Rockland Journal News	GT	E	2,400	8	C	W	HS	4	Creative	N	N	Y
	Morristown Daily Record	LA	E	2,709	9	—	W-S	—	4	Own	Y	N	N
	Union City Dispatch	LA	M	2,700	9	C	W	HS	4	RMH	Y	N	N
	White Plains Reporter Dispatch	GT	E	2,400	8	C	W	HS	4	Creative	N	N	Y
	Poughkeepsie Journal	GT	E	1,800	6	E	W	H	4	—	N	Y	Y
	Yonkers Herald Statesman	GT	E	2,400	8	C	W	HS	2	Creative	N	N	Y
	Westchester Today	GT	M	2,400	8	C	W	HS	4	Creative	N	N	Y
	Danbury News-Times	BN	E	1,800	6	—	W	H	4	RMH	N	Y	N
	Red Bank Register	LA	E	2,408	8	B	W-S	H	4	Other	N	Y	N
	Newburgh Evening News	TN	E	2,400	8	A	W	HS	4	—	Y	Y	—
	Toms River Ocean County Times-Observer	LA-US	M	2,408	8	—	W-S	—	4	—	—	—	—

LEGEND TO NEWSPAPER CHARACTERISTICS

Market rankings and number of households: Estimated by Audit Bureau of Circulations as of October, 1979. For an alphabetical list of markets, turn to pages 68 and 166.

ABC: Audit Bureau of Circulations.

C: Certified Audit Circulations (CAC).

V: Verified Audit Circulations (VAC).

S: Sworn publisher's statement.

Rep: National newspaper advertising representative. Key to code is on pages 70 and 167.

Edition: M = Morning; E = Evening; ME = Morning/evening combination; AD = All day.

Spill-in: Newspapers with a spill-in circulation of 5% coverage or better are indicated at the bottom of each market by a dash (—) preceding their names.

ADS symbol: ANPA Advertising Dimension Standards.

Best food day: M = Monday; T = Tuesday; W = Wednesday; Th = Thursday; F = Friday; Sa = Saturday; S = Sunday.

Hifi/Spect: HS = Both hifi and spectacolor are available; H = Only hifi is available.

ROP color: Number of colors available (including black as one color).

Audience data: The name of the research organization which conducted the study for the newspaper is given. Other Rsch = A local, outside firm conducted the study; Own = The newspaper conducted the study internally. For a listing of the major research firms mentioned here, turn to section 9, Reps and Services, page 364.

Zone editions: Y = Yes; N = No.

TMC: Total Market Coverage. Y = Yes; N = No.

Co-op rate: Refers to special rate for co-op advertisers other than the rates for retail and national advertisers. Y = Yes; N = No.

Dagger (†): SMSA is in more than one ADI.

Dash (—): None; not applicable; no information available.

NEW YORK CONTINUED

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Norwalk Hour	LA	E	1,806	6	E	W	—	1	—	N	N	N
Kingston Freeman	LA	E	2,408	8	B	W	H	4	—	N	N	N
Dover Advance	DN	E	2,400	8	C	W	HS	4	Chilton	Y	N	N
Newton New Jersey Herald	LA	E	2,400	8	—	W-S	HS	4	—	N	Y	N
New Rochelle Standard Star	GT	E	2,400	8	C	W	HS	4	Creative	N	N	Y
Mt. Vernon Argus	GT	E	2,400	8	C	W	HS	4	Creative	N	N	Y
Port Chester Daily Item	GT	E	2,400	8	C	W	HS	4	Creative	N	N	Y
Peekskill Evening Star	GT	E	2,400	8	B	W	HS	2	—	N	N	Y
Mamaroneck Daily Times	GT	E	2,400	8	C	W	HS	4	Creative	N	N	Y
Ossining Citizen Register	GT	E	2,400	8	C	W	HS	4	Creative	N	N	Y
Tarrytown Daily News	GT	E	2,400	8	C	W	HS	4	Creative	N	N	Y
Port Jervis Union-Gazette	BN	E	1,806	6	—	W-S	HS	3	—	N	Y	N
Other newspapers												
Stamford Advocate (S)[1]	LA	E	1,785	6	E	T-W	—	1	RMH	N	N	Y

2. LOS ANGELES—3,943,809 hslds. (5.2% of U.S.)

SMSA's in ADI: Los Angeles-Long Beach (2), Anaheim-Santa Ana-Garden Grove (18), Riverside-San Bernardino-Ontario (28)†, Oxnard-Simi Valley-Ventura (86), Bakersfield (104)†

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Los Angeles Times	LT-LC	M	2,400	8	C	Th	H	2	Own	Y	Y	N
Los Angeles Herald-Examiner	HS	E	2,240	8	—	W	HS	4	Other	N	N	Y
Santa Ana Register	SK	ME	2,408	8	C	W-Th	H	4	Other	N	N	N
Register	SK	M	2,408	8	C	Th	H	4	Other	N	N	N
Register	SK	E	2,408	8	C	W	H	4	Other	N	N	N
Long Beach Independent, Press Telegram	KR	ME	2,408	8	C	W	HS	4	Other	Y	N	Y
Independent	KR	M	2,408	8	C	W	HS	4	Other	Y	N	Y
Press Telegram	KR	E	2,408	8	C	W	HS	4	Other	Y	N	Y
Los Angeles Daily Breeze	SF	E	2,408	8	C	Th	HS	4	Copley	Y	Y	N
San Bernardino Sun	GT	M	2,400	8	C	Th	H	4	Other	Y	Y	Y
Riverside Enterprise, Press	SF	ME	2,408	8	C	W-Th	H	4	—	Y	Y	N
Enterprise	SF	M	2,408	8	C	W-Th	H	4	—	Y	Y	N
Press	SF	E	2,408	8	C	W-Th	H	4	—	Y	Y	N
West Covina San Gabriel Valley Tribune	CW	ME	2,408	8	C	W	H	4	—	N	N	N
Tribune	CW	M	2,408	8	C	W	H	4	—	N	N	N
Tribune	CW	E	2,408	8	C	W	H	4	—	N	N	N
Pasadena Star News	KR	AD	2,408	8	C	W	H	4	Other	N	Y	N
Orange Coast Daily Pilot	CW	E	2,308	8	C	W	H	4	—	Y	Y	N
Pomona Progress-Bulletin	WD	ME	2,408	8	C	W	H	4	—	N	Y	N
Progress-Bulletin	WD	M	2,408	8	C	W	H	4	—	N	Y	N
Progress-Bulletin	WD	E	2,408	8	C	W	H	4	—	N	Y	N
Ventura County Star-Free Press	WD	E	2,408	8	B	W	HS	4	—	N	N	N
Santa Monica Evening Outlook	CW-US	E	2,709	9	B	W	H	4	Other	Y	—	N
Ontario Daily Report	WD	E	2,408	8	C	W	H	4	—	N	Y	N
Los Angeles La Opinion	—	M	1,764	6	—	Th	H	4	Own	N	N	N
Fullerton Daily News Tribune	WD-US	E	2,408	8	C	W	HS	4	—	N	Y	N
Oxnard Press Courier	LA-TN	E	2,408	8	A	W	HS	4	—	N	Y	N
Glendale News Press	LA	E	2,408	8	—	W	HS	4	Own	N	Y	N
Whittier News	BN	E	2,408	8	B	W	H	4	—	N	N	N
Thousand Oaks News Chronicle	WD	E	2,408	8	C	W	H	4	—	N	Y	N
Anaheim Bulletin	SK	E	2,408	8	C	W	H	4	Other	N	N	N
Huntington Park Signal	BN	E	2,352	8	A	W	H	4	—	N	N	N
San Pedro News-Pilot	SF	E	2,408	8	C	W	H	4	Own	Y	Y	Y
Los Angeles Daily Journal	—	M	2,408	8	—	—	—	2	Other	N	Y	N
Victor Valley Press	WD	E	2,408	8	—	W	H	3	—	N	Y	N
Burbank Review	LA	E	2,408	8	—	W	HS	4	Own	N	Y	N
Antelope Valley Daily Ledger-Gazette	TN-BN	E	2,408	8	—	W	H	3	—	N	Y	N
Camarillo Daily News	—	M	2,408	8	—	M-Th	H	4	Other	N	Y	N
San Clemente Sun-Post	LA-US	E	2,408	8	B	W	HS	4	—	N	Y	N
Downey Southeast News & Downey Champion	BN	E	2,352	8	C	W	—	4	—	N	N	N
La Habra-Brea Star Progress	SK	E	2,408	8	C	W	H	4	Other	N	N	N

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[1] Now an ABC-audited newspaper.

LOS ANGELES CONTINUED

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Other newspapers												
Los Angeles Valley News (V)	SF	M	2,400	8	C	Th	H	4	Yankelovich	Y	N	Y
Simi Valley Enterprise (S)[1]	—	E	2,408	8	—	W	HS	4	Other	Y	Y	Y
Barstow Desert Dispatch (S)	—	E	2,408	8	—	W	—	3	—	N	Y	N

3. CHICAGO—2,868,800 hslds. (3.8% of U.S.)

SMSA's in ADI: Chicago (3), Gary-Hammond-East Chicago (64), Kenosha (224), Kankakee (253)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Chicago Tribune	CT-WA	AD	2,790	9	C	Th	HS	4	—	Y	Y	Y
Chicago Sun-Times[2]	CS	M	1,200	6	—	Th	H	4	3 Sigma	Y	Y	Y
Gary Post Tribune	KR	E	2,790	9	C	W	HS	4	Belden	Y	—	—
Hammond Times	KR	E	2,790	9	B	W-Th	HS	4	—	Y	Y	Y
Joliet Herald-News	SF	E	2,709	9	—	W	H	4	—	Y	Y	N
Aurora Beacon-News	SF	E	2,709	9	—	W	HS	4	Scarborough	N	Y	Y
Waukegan News-Sun	—	E	2,772	9	—	W	HS	4	—	N	Y	N
Elgin Courier News	SF	E	2,709	9	—	W	HS	4	—	N	Y	Y
Kankakee Daily Journal	LA	E	1,806	6	—	W	HS	4	—	N	N	N
Kenosha News	BN	E	1,806	6	E	T	H	4	—	N	Y	N
Chicago Defender	AP	M	1,005	5	F	Th	HS	4	—	N	Y	N
Michigan City News Dispatch	LA	E	1,806	6	E	M-T	HS	4	—	Y	Y	N
Ottawa Daily Times	LA	E	2,408	8	—	—	HS	4	—	N	N	N
Arlington Heights Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
La Porte Herald-Argus	LA	E	1,806	6	E	M-T	H	4	—	N	N	N
La Salle News-Tribune	LA	E	2,709	9	B	W	H	4	—	N	Y	N
De Kalb Daily Chronicle	LA	E	2,408	8	A	W	HS	4	Own	N	Y	N
Streator Times-Press	LA	E	2,408	8	B	W	H	4	—	N	Y	N
Mount Prospect Daily Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Crystal Lake Herald	—	E	2,709	9	—	W	HS	4	—	N	Y	N
Pontiac Daily Leader	—	E	2,408	8	A	W	H	4	—	N	Y	N
Hoffman Estates Daily Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Palatine Daily Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Wheaton Daily Journal	SF	E	2,709	9	—	W	HS	4	—	N	N	Y
Hanover Park Daily Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Elk Grove Village Daily Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Des Plaines Daily Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Rolling Meadows Daily Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Buffalo Grove Daily Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Wheeling Daily Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Other newspapers												
Chicago Daily Southtown Economist (V)	US	M	2,709	9	—	W	—	4	Other	Y	Y	Y
Valparaiso Vidette-Messenger (S)	LA	E	2,709	9	C	W-Sa	H	4	RMH	N	N	Y
Woodstock Daily Sentinel (S)	—	E	2,408	8	—	—	H	4	Other	N	Y	N
Watseka Times-Republic (S)	—	E	2,352	8	—	W	HS	4	—	Y	Y	N

4. PHILADELPHIA—2,392,700 hslds. (3.2% of U.S.)

SMSA's in ADI: Philadelphia (4), Allentown-Bethlehem-Easton (59)†, Wilmington, DE (75)†, Reading (112), Trenton (113), Atlantic City (154), Vineland-Millville-Bridgeton (206)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Philadelphia Inquirer, News	KR	ME	1,860	6	F	W-S	HS	4	3 Sigma	Y	Y	N
Inquirer	KR	M	1,860	6	F	W-S	HS	4	3 Sigma	Y	Y	N
News	KR	E	910	5	F	W	HS	4	3 Sigma	N	N	N
Philadelphia Bulletin	MN	E	1,800	6	F	W-S	H	4	Belden	Y	N	N
Camden Courier-Post	GT	E	1,800	6	—	W	H	4	Chilton	Y	Y	Y
Allentown Call, Chronicle	SK	ME	1,800	6	E	W-S	HS	4	Belden	N	N	Y
Call	SK	M	1,800	6	E	W-S	HS	4	Belden	N	N	Y
Chronicle	SK	E	1,800	6	E	W-S	HS	4	Belden	N	N	Y

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[1] ABC audit pending.

[2] Chicago Sun Times also has sections that are standard size: 2790 lines per page, 9 ad columns.

PHILADELPHIA CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Wilmington News, Journal	GT	ME	1,800	6	E	W-S	HS	4	MOR	N	N	Y
News	GT	M	1,800	6	E	W-S	HS	4	MOR	N	N	Y
Journal	GT	E	1,800	6	E	W-S	HS	4	MOR	N	N	Y
Reading Eagle, Times	SK	ME	2,400	8	B	W-S	H	4	—	N	N	N
Times	SK	M	2,400	8	B	W-S	H	4	—	N	N	N
Eagle	SK	E	2,400	8	B	W-S	H	4	—	N	N	N
Atlantic City Press	SF	M	2,384	8	A	W	H	4	Belden	Y	Y	N
Trenton Times	SK	E	1,812	6	E	W	HS	4	Yankelovich	N	N	N
Levittown Bucks County Courier Times	LA	E	1,806	6	E	M-W	H	4	Own	Y	Y	N
Trenton Trentonian	LA	M	1,308	6	A	W-S	—	4	Other	N	Y	N
Easton Wilson Express	SK	E	2,709	9	C	W-S	H	4	Yankelovich	N	N	N
Delaware County Daily Times	LA-RH	E	1,800	6	—	W	HS	4	RMH	N	Y	N
Willingboro Burlington County Times	LA-RH	E	1,824	6	E	W-S	H	4	—	Y	Y	N
Bethlehem Globe-Times	LA	E	2,384	8	A	T	H	4	—	N	N	N
West Chester Daily Local News	LA	E	1,812	6	D	W-S	—	4	RMH	N	N	N
Norristown Times Herald	RH-LA	E	1,848	6	—	W	H	4	—	N	N	N
Pottstown Mercury	LA	M	1,848	6	—	W	H	4	RMH	N	Y	N
Woodbury Gloucester County Times	LA-HH	E	1,800	6	F	W	H	4	RMH	N	Y	N
Doylestown Intelligencer	LA-RH	E	1,806	6	E	W	H	4	MOR	Y	Y	N
Lansdale Reporter	LA-US-RH	E	1,806	6	E	W	—	4	RMH	N	Y	N
Vineland Times Journal	LA	E	1,806	6	—	W	HS	4	—	N	Y	N
Bridgeton Evening News	LA	E	2,408	8	B	W-Sa	H	4	—	N	—	N
Coatesville Record	LA	E	1,806	6	—	W	H	4	—	N	N	N
Quakertown Free Press	LA-US	E	1,806	6	—	W	H	4	Other	Y	Y	N
Phoenixville Evening Phoenix	LA-RH	E	1,806	6	—	W	HS	3	RMH	N	N	N
Millville Daily	LA	E	1,806	6	E	W	H	4	—	N	N	N
Other newspapers												
Hatboro Today's Spirit (C)	US	M	1,800	6	—	W	—	4	—	—	—	—
King of Prussia Today's Post (C)	US	M	1,800	6	—	W	—	4	—	—	—	—

5. SAN FRANCISCO—1,841,233 hslds. (2.4% of U.S.)

SMSA's in ADI: San Francisco-Oakland (7)†, San Jose (32), Vallejo-Fairfield-Napa (123)†, Santa Rosa (124)

ABC audited newspapers												
San Francisco Chronicle, Examiner	SF	ME	2,408	8	C	W	H	4	Scarborough	N	N	Y
Chronicle	SF	M	2,408	8	C	W	H	4	Scarborough	N	N	Y
Examiner	SF	E	2,408	8	C	W	H	4	Scarborough	N	N	Y
San Jose Mercury, News	KR	ME	2,408	8	C	W	—	4	Belden	Y	Y	Y
Mercury	KR	M	2,408	8	C	W	—	4	Belden	Y	Y	Y
News	KR	E	2,408	8	C	W	—	4	Belden	Y	Y	Y
Oakland Tribune	GT	ME	2,408	8	—	W	HS	3	—	Y	Y	N
Tribune	GT	M	2,408	8	—	W	HS	3	—	Y	Y	N
Tribune	GT	E	2,408	8	—	W	HS	3	—	Y	Y	N
Palo Alto Peninsula Times Tribune[1]	CW	E	2,408	8	B	T	H	4	Yankelovich	N	Y	N
Santa Rosa Press Democrat	LA	E	2,682	9	C	W	H	4	—	N	Y	N
San Rafael Independent Journal	CN-WD	E	2,352	8	C	—	HS	4	MOR	N	N	N
San Mateo Times & News Leader	WD-CN	E	2,408	8	C	T	H	4	MOR	N	Y	N
Hayward Daily Review	—	E	4,967	8	C	W	H	4	—	N	Y	N
Richmond-Berkeley Independent & Gazette	LA-US	E	2,520	8	—	T-W	HS	4	—	Y	Y	N
Napa Register	—	E	2,408	8	B	W	HS	4	—	N	N	N
Fremont-Newark Argus	—	M	2,408	8	C	W	H	4	—	N	Y	N
Vallejo Times Herald	WD	M	2,408	8	—	W	H	4	—	N	Y	N
Livermore Tri-Valley Herald	—	M	2,408	8	C	W	H	4	—	N	Y	N
Petaluma Argus-Courier	—	E	2,408	8	—	W	HS	4	—	N	Y	N
Other newspapers												
Walnut Creek Contra Costa Times (V)	US-CW	M	2,352	8	C	W	H	4	Other	Y	N	N
Pleasanton Valley Times (V)	US-CW	M	2,352	8	C	W	H	4	—	N	N	N
Pittsburg Post Dispatch (V)	CW	E	2,352	8	C	T	H	4	—	N	N	N
Martinez News Gazette (V)	US	M	2,408	8	—	W	—	4	—	Y	Y	N
Ukiah Daily Journal (S)	—	E	2,352	8	—	W	H	4	Own	N	Y	N
Alameda Times Star (V)	BN	M	2,408	8	—	W	HS	4	Other	N	Y	Y
San Francisco Daily Commercial News (S)	—	M	1,120	5	—	F	HS	4	Other	N	N	N

[1] Redwood City Tribune and Palo Alto Times merged in April, 1979 to become the Palo Alto Peninsula Times Tribune.

Rank	ADI Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
6.	**BOSTON—1,818,200 hslds. (2.4% of U.S.)**												
	SMSA's in ADI: Boston-Lowell-Brockton-Lawrence-Haverhil (6), Worcester-Fitchburg-Leominster (62), Manchester-Nashua (142)												
	ABC audited newspapers												
	Boston Globe	MN	AD	2,700	9	C	W	H	4	3 Sigma	—	—	Y
	Boston Herald American	HS	M	2,700	9	C	W	HS	4	Other	Y	N	Y
	Worcester Telegram, Gazette	CW	ME	2,709	9	C	W	H	4	Yankelovich	N	N	Y
	Telegram	CW	M	2,709	9	C	W	H	4	Yankelovich	N	N	Y
	Gazette	CW	E	2,709	9	C	W	H	4	Yankelovich	N	N	Y
	Quincy Patriot-Ledger	LA	E	2,464	8	A	M-W	H	3	—	Y	N	N
	Lowell Sun	SK	E	2,700	9	C	W	H	4	Other	N	Y	N
	Brockton Enterprise	LA	E	2,352	8	B	W	HS	4	—	N	N	N
	Lawrence Eagle-Tribune	SK	E	2,700	9	C	W	H	4	Other	N	Y	N
	Manchester Union Leader	SF	AD	2,408	8	A	W	H	4	—	N	N	N
	Middlesex News	LA	E	2,700	9	C	W	H	4	RMH	Y	Y	N
	Salem Evening News	LA	E	2,352	8	B	W	H	4	Own	Y	Y	Y
	Lynn Daily Evening Item	LA-US	E	2,400	8	—	W	H	4	—	N	N	N
	Nashua Telegraph	LA	E	2,709	9	—	—	H	4	—	N	Y	N
	Fitchburg-Leominster Sentinel & Enterprise	TN	E	2,408	8	B	W	H	4	—	N	Y	Y
	Haverhill Gazette	LA	E	2,400	8	A	W	H	4	—	—	—	—
	Concord Monitor	LA	E	2,408	8	B	M-W	—	4	—	N	N	N
	Dover Foster's Daily Democrat	LA	E	2,709	9	C	M-T-W	—	3	—	N	Y	N
	Waltham News-Tribune	LA	E	2,646	9	C	W	HS	3	—	Y	Y	N
	Portsmouth Herald	TN	E	2,678	9	B	W	H	3	Other	N	Y	N
	Milford Daily News	LA	E	2,709	9	B	W	H	4	—	Y	Y	N
	Keene Sentinel	LA	E	2,352	8	—	M	—	4	—	N	Y	N
	Gloucester Times	US	E	2,400	8	A	W	H	4	—	N	Y	N
	Dedham Daily Transcript	LA-US	E	2,700	9	C	W	—	2	—	N	Y	N
	Newburyport Daily News	—	E	2,352	8	—	W	HS	4	—	N	Y	N
	Peabody Times	US	E	2,400	8	—	M-W	H	4	—	Y	Y	N
	Other newspapers												
	Woburn Daily Times (C)	US	E	2,646	9	—	W	HS	4	—	N	N	N
	Malden Evening News (C)	LA-US	E	2,352	8	—	W	H	4	—	Y	N	N
	Brattleboro Reformer (S)	LA	E	2,380	8	—	M-W	HS	4	—	N	Y	N
	Gardner News (S)[1]	LA	E	2,408	8	A	M-T-W	H	4	—	N	N	N
	Medford Daily Mercury (C)	LA-US	E	2,352	8	—	M-W	H	4	—	Y	N	N
	Wakefield Daily Item (S)	—	E	2,352	8	—	M-W	H	3	—	N	N	N
	Athol Daily News (S)	—	E	2,360	8	—	M-W	H	4	—	N	N	N
	Clinton Daily Item (S)	LA	E	2,352	8	—	W	HS	3	—	N	Y	N
	Melrose Evening News (C)	LA-US	E	2,352	8	—	W	H	3	—	Y	N	N
7.	**DETROIT—1,593,500 hslds. (2.1% of U.S.)**												
	SMSA's in ADI: Detroit (5), Toledo (51)†, Ann Arbor (147)												
	ABC audited newspapers												
	Detroit News	MN	E	2,790	9	—	W	H	4	Scarborough	Y	Y	Y
	Detroit Free Press	KR	M	2,400	8	A	W	—	4	Scarborough	Y	—	Y
	Pontiac Oakland Press	CW	E	2,408	8	—	W	HS	4	Other	Y	Y	N
	Royal Oak Tribune	LA	E	2,464	8	—	W	HS	4	—	Y	Y	N
	Macomb Daily	LA	E	2,709	9	A	W	H	4	RMH	N	Y	N
	Ann Arbor News	NN	E	1,848	6	E	W	HS	4	Other	Y	Y	Y
	Port Huron Times Herald	GT	E	2,808	9	C	W	H	4	—	Y	Y	N
	Monroe Evening News	—	E	2,352	8	B	T-W	H	3	—	N	N	N
	Ypsilanti Press	BN	E	2,380	8	—	W	H	4	RMH	Y	Y	N
8.	**WASHINGTON, DC—1,364,800 hslds. (1.8% of U.S.)**												
	SMSA's in ADI: Washington, DC (8)												
	ABC audited newspapers												
	Washington Post	SF	M	2,781	9	—	Th-S	H	4	Scarborough	Y	Y	N
	Washington Star	MN	E	2,781	9	c	W	HS	4	3 Sigma	Y	Y	Y
	Hagerstown Herald, Mail	SK	ME	1,800	6	E	W	HS	4	Own	—	—	N

[1] Now an ABC-audited newspaper.

WASHINGTON, DC CONTINUED

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
Herald	SK	M	1,800	6	E	W	HS	4	Own	—	—	N
Mail	SK	E	1,800	6	E	W	HS	4	Own	—	—	N
Cumberland News, Times	LA	ME	2,464	8	A	W-Th-S	H	4	—	N	N	N
News	LA	M	2,464	8	A	Th	H	4	—	N	N	N
Times	LA	E	2,464	8	A	W-S	H	4	—	N	N	N
Frederick Post, News	LA	ME	1,764	6	E	W-Th	H	4	—	N	N	N
Post	LA	M	1,764	6	E	Th	H	4	—	N	N	N
News	LA	E	1,764	6	E	W	H	4	—	N	N	N
Fredericksburg Free Lance-Star	LA	E	1,806	6	D	W	H	4	—	N	N	N
Winchester Evening Star	LA	E	1,764	6	E	W-Sa	H	4	—	N	N	N
Potomac News	US	E	2,352	8	—	W	HS	3	—	N	Y	N
Alexandria Gazette	LA	E	2,408	8	—	W	HS	4	—	N	N	N
Northern Virginia Daily	LA	M	2,380	8	—	M-W	H	4	—	N	Y	N
Waynesboro Record Herald	LA	E	2,352	8	—	W	H	2	—	N	N	N
Other newspapers												
Manassas Journal Messenger (S)	LA	E	2,408	8	—	M-W	—	3	—	Y	Y	N
Keyser Daily News Tribune (S)	AN	E	1,806	6	F	T-W	—	3	—	N	Y	N

9. CLEVELAND—1,327,400 hslds. (1.8% of U.S.)

SMSA's in ADI: Cleveland (17), Akron (60), Canton (94)†, Lorain-Elyria (145), Mansfield (217)

ABC audited newspapers												
Cleveland Plain Dealer	NN	M	2,700	9	C	W	H	4	Scarborough	Y	N	Y
Cleveland Press	SK	E	2,835	9	—	W	H	4	Other	Y	N	Y
Akron Beacon Journal	KR	E	1,890	6	F	W	HS	4	Bardsley	Y	Y	Y
Canton Repository	CW	E	2,772	9	—	W	H	4	Other	N	Y	N
Lorain Journal	BN	E	2,835	9	C	W	H	4	Magid	N	N	N
Elyria Chronicle-Telegram	LA	E	2,520	8	—	—	H	4	—	N	N	N
Mansfield News Journal	BN	E	1,890	6	E	W	HS	4	—	Y	Y	—
Willoughby Lake County News-Herald	BN	E	2,709	9	—	W-S	HS	4	Magid	Y	Y	Y
Wooster Record	LA	E	2,376	8	—	M	—	4	Other	N	N	N
Dover Times-Reporter	BN	E	2,835	9	—	M-Th	—	4	—	N	Y	N
Kent-Ravenna Record-Courier	LA	E	2,709	9	—	—	H	4	—	N	Y	N
Sandusky Register	LA	E	1,806	6	—	W	H	4	—	N	N	N
Ashtabula Star-Beacon	LA	E	2,408	8	A	T-W	H	4	—	—	—	—
Massillon Independent	LA	E	2,408	8	—	W-Th	H	4	—	N	N	N
Painesville Telegraph	LA	E	2,408	8	A	W-Th	H	4	—	N	Y	N
Medina County Gazette	LA	E	1,806	6	E	M-W	H	4	—	N	N	N
Ashland Times-Gazette	LA	E	1,806	6	D	W	H	4	—	N	N	N
Alliance Review	LA	E	2,400	8	—	M-W	H	4	—	N	—	N
Norwalk Reflector	—	E	2,408	8	—	M-W	H	2	—	N	Y	N
Coshocton Tribune	TN	E	2,352	8	B	M	H	2	—	N	Y	N
Other newspapers												
Shelby Daily Globe (S)	LA	E	2,408	8	—	M	H	2	—	N	Y	N
Bellevue Gazette (S)	OS-AN	E	1,806	6	D	M	H	4	—	Y	N	N

10. DALLAS-FORT WORTH—1,158,700 hslds. (1.5% of U.S.)

SMSA's in ADI: Dallas-Fort Worth (9), Sherman-Denison (257)

ABC audited newspapers												
Dallas Morning News	CW	M	2,700	9	C	Th	HS	4	Belden	N	—	Y
Dallas Times Herald[1]	BN	E	2,709	9	C	Th	HS	4	Other	N	Y	Y
Fort Worth Star-Telegram	SF	ME	2,709	9	C	Th	HS	4	Belden	Y	Y	Y
Star-Telegram	SF	M	2,709	9	C	Th	HS	4	Belden	Y	Y	Y
Star-Telegram	SF	E	2,709	9	C	Th	HS	4	Belden	Y	Y	Y
Sherman Democrat	TD	E	2,408	8	A	W	HS	4	—	Y	Y	—
Denton Record-Chronicle	TP	E	2,709	9	C	Th	HS	4	—	N	N	N
Garland Daily News	US	E	2,380	8	B	W	H	4	—	N	N	N
Irving Daily News	US	E	2,380	8	—	W	—	4	—	—	Y	—
Paris News	BN	E	2,408	8	—	W	HS	4	—	Y	Y	N
Greenville Herald Banner	BN	M	2,408	8	C	Th-S	HS	4	Other	N	Y	N

[1] Dallas Times Herald is now an all day newspaper.

DALLAS CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
Denison Herald	BN	E	2,376	8	B	Th	HS	4	—	Y	Y	—
Hurst Mid Cities Daily News	US	E	2,380	8	B	W	HS	4	—	N	Y	N
Grand Prairie Daily News	US	E	2,380	8	—	W	—	4	—	—	—	—
Richardson Daily News	US	E	2,380	8	—	W	HS	4	—	Y	Y	—
Palestine Herald-Press	TP	E	2,352	8	—	W-S	HS	4	—	Y	Y	—
Other newspapers												
Plano Daily Star-Courier (V)	US	E	2,352	8	—	W	—	4	—	—	—	—
Corsicana Daily Sun (S)	BN	E	2,408	8	A	W	H	4	RMH	N	Y	N
McKinney Courier-Gazette (V)	US	E	2,408	8	—	M-Th	H	3	—	N	Y	N
Terrell Tribune (V)	US	E	2,408	8	—	W-Th-S	H	3	—	N	Y	N
Weatherford Democrat (S)	TP	E	2,408	8	—	W-Th	HS	4	—	N	Y	N
Athens Review (S)	—	E	1,806	6	E	M-W	H	4	—	N	Y	N
Lewisville Leader (V)	US	E	2,352	8	—	W	—	4	—	—	—	—
Waxahachie Daily Light (V)	US-TP	E	2,352	8	—	M-W	HS	3	Other	N	N	N
Arlington Daily News (V)	US	E	2,380	8	—	W	—	4	—	—	—	—
Mesquite Daily News (V)	US	E	2,408	8	—	W-S	—	4	—	—	Y	—
11. PITTSBURGH—1,116,300 hslds. (1.5% of U.S.)												
SMSA's in ADI: Pittsburgh (13), Steubenville-Weirton (188)†												
ABC audited newspapers												
Pittsburgh Post-Gazette, Press	SK	ME	2,835	9	C	W-S	H	4	Belden	Y	N	Y
Post-Gazette	SK	M	2,835	9	C	W-S	H	4	Belden	Y	N	Y
Press	—	E	—	—	—	—	—	—	—	—	—	—
Beaver County Times	LA	E	1,806	6	D	W-S	H	4	Other	Y	Y	N
New Kensington Valley News-Dispatch	GT-US	E	1,806	6	F	M-W	—	4	—	N	Y	N
Greensburg Tribune-Review	LA	M	2,709	9	A	S	H	4	Other	N	N	N
McKeesport Daily News	LA	E	2,709	9	C	W	H	4	—	N	N	N
Washington Observer-Reporter	LA	AD	2,408	8	C	M-W	H	4	Other	N	N	N
Butler Eagle	LA	E	2,709	9	C	W	HS	4	—	N	N	N
Uniontown Herald, Standard	LA	ME	1,806	6	E	W	H	4	Other	N	N	N
Herald	LA	M	1,806	6	E	W	H	4	Other	N	N	N
Standard	LA	E	1,806	6	E	W	H	4	Other	N	N	N
New Castle News	LA	E	2,408	8	A	W	H	4	—	N	N	N
Indiana Evening Gazette	LA	E	2,408	8	B	M-W	—	4	—	N	Y	N
Monessen Valley Independent	TN	E	2,408	8	B	M-W	HS	4	—	N	Y	N
Morgantown Dominion-Post	LA	AD	1,806	6	F	W-S	H	4	—	Y	Y	N
Fairmont Times-West Virginian	TN	M	2,408	8	B	W	H	4	—	N	Y	N
Connellsville Daily Courier	TN	E	2,408	8	—	M-W	H	3	—	N	Y	N
Kittaning Leader-Times	TN	E	2,408	8	A	M-W	H	3	Own	N	Y	N
Latrobe Bulletin	LA	E	2,408	8	F	M-W	—	4	—	N	N	N
Jeanette News-Dispatch	LA	E	2,408	8	C	W	—	4	—	Y	—	N
Brownsville Telegraph	—	E	2,408	8	—	W	H	4	—	Y	Y	N
Ellwood City Ledger	LA	E	1,806	6	D	M-W	H	4	—	N	Y	N
Weirton Daily Times	TN	E	2,408	8	—	M-W	H	3	—	N	Y	N
Other newspapers												
Oil City Derrick, News-Herald (S)	—	M	2,682	9	C	W	H	2	—	N	N	N
Derrick	—	M	2,682	9	C	W	H	2	—	N	N	N
News-Herald	—	E	2,682	9	C	W	H	2	—	N	N	N
Irwin Daily Standard Observer (S)	—	E	2,408	8	—	M-W	H	2	—	N	N	N
Waynesburg Democrat Messenger (S)	—	M	2,709	9	—	W	H	4	—	N	Y	N
Canonsburg Daily Notes (S)	—	E	2,709	9	—	W	H	4	—	N	N	N
12. HOUSTON—1,032,300 hslds. (1.4% of U.S.)												
SMSA's in ADI: Houston (10), Galveston-Texas City (168)												
ABC audited newspapers												
Houston Chronicle	SF	E	2,700	9	C	Th	HS	4	Belden	Y	Y	Y
Houston Post	BN	M	2,700	9	C	Th	HS	4	Other	Y	Y	Y
Galveston Daily News	GA	M	2,408	8	B	M-Th	H	4	Other	Y	N	N
Conroe Montgomery County Daily Courier	US	E	2,709	9	B	W	HS	4	—	Y	Y	—

HOUSTON CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Other newspapers												
Baytown Sun (V)	US	E	2,646	9	—	W	H	4	—	N	N	N
Clute Brazosport Facts (V)	US	E	2,352	8	A	M-W-S	H	4	—	N	Y	N
Pasadena Citizen (V)	US	M	2,709	9	C	Th	HS	4	—	Y	Y	Y
Texas City Daily Sun (S)	US-GA	E	2,408	8	—	W-S	—	4	Other	N	N	N
Rosenberg Herald-Coaster (S)	—	E	2,400	8	—	W	HS	4	—	N	Y	N
Bay City Daily Tribune (S)	—	E	2,408	8	B	W	H	4	—	—	—	N
Huntsville Item (S)	BN	E	2,408	8	—	W	H	4	—	N	Y	N
Brenham Banner-Press (V)	US	E	2,352	8	—	W	—	4	—	—	—	—
Angleton Times (V)	—	M	2,408	8	—	Th-S	HS	3	—	N	Y	N
Alvin Sun (V)	US	E	2,352	8	—	Th	—	4	—	—	—	—
13. ST. LOUIS—1,008,800 hslds. (1.3% of U.S.) SMSA's in ADI: St. Louis (12)												
ABC audited newspapers												
St. Louis Post-Dispatch	NN	E	2,790	9	C	W	H	4	Other	Y	N	N
St. Louis Globe-Democrat	NN	M	2,790	9	C	W	H	4	3 Sigma	Y	N	Y
Alton Telegraph	BN	E	2,432	8	A	W	HS	4	Belden	N	Y	N
Belleville News-Democrat	BN	E	2,709	9	C	T-W-S	HS	4	Magid	Y	N	Y
Centralia Sentinel	—	E	2,384	8	—	W	HS	4	—	N	N	N
Mount Vernon Register News	TN	E	2,408	8	—	W	—	4	—	N	Y	N
Edwardsville Intelligencer	BN	E	2,408	8	A	W	H	—	—	Y	Y	—
Other newspapers												
Flat River Daily Journal (S)	MR	E	2,709	9	—	M-T	H	3	—	Y	Y	N
14. MINNEAPOLIS-ST. PAUL—955,100 hslds. (1.3% of U.S.) SMSA's in ADI: Minneapolis-St. Paul (15), St. Cloud (214)												
ABC audited newspapers												
Minneapolis Tribune, Star	CW	ME	1,806	6	F	W-Th	HS	4	Other	Y	Y	Y
Tribune	CW	M	1,806	6	F	Th	HS	4	Other	Y	Y	Y
Star	CW	E	1,806	6	F	W	HS	4	Other	Y	Y	Y
St. Paul Pioneer Press, Dispatch	KR	ME	1,818	6	F	W-Th	HS	4	Scarborough	Y	N	Y
Pioneer Press	KR	M	1,818	6	F	W-Th	HS	4	Scarborough	Y	N	Y
Dispatch	KR	E	1,818	6	F	W-Th	HS	4	Scarborough	Y	N	Y
St. Cloud Daily Times	GT-ND	E	1,806	6	F	W	H	4	—	N	Y	Y
Red Wing Republican Eagle	ND	E	1,806	6	—	Sa	H	4	—	N	Y	N
Faribault Daily News	ND	E	1,806	6	E	W	H	4	—	N	Y	Y
Little Falls Transcript	GT	E	1,806	6	F	M-W	—	4	—	N	Y	Y
Other newspapers												
New Ulm Journal (S)	ND	M	1,806	6	—	T	HS	4	—	N	Y	N
15. MIAMI—953,200 hslds. (1.3% of U.S.) SMSA's in ADI: Miami (22), Fort Lauderdale-Hollywood (36)												
ABC audited newspapers												
Miami Herald, News	KR-PF	ME	1,890	6	F	Th	HS	4	3 Sigma	Y	Y	Y
Herald	KR-PF	M	1,890	6	F	Th	HS	4	3 Sigma	Y	Y	Y
News	KR-PF	E	1,890	6	F	Th	HS	4	3 Sigma	Y	Y	Y
Ft. Lauderdale Sun-Sentinel, News	CW-PF	ME	1,890	6	F	W-Th	H	4	Other	Y	N	Y
Sun-Sentinel	CW-PF	M	1,890	6	F	W-Th	H	4	Other	Y	N	Y
News	CW-PF	E	1,890	6	F	W-Th	H	4	Other	Y	N	Y
Hollywood Sun Tattler	SK-PF	E	2,835	9	C	W	H	4	—	Y	N	Y
Homestead South Dade News Leader	LA	E	1,806	6	F	W	H	4	—	—	—	—
Key West Citizen	TN	E	2,436	8	—	W-F-S	—	2	—	Y	N	N
Other newspapers												
Miami Diario Las Americas (S)	—	M	2,352	8	A	Th-S	—	4	Other	N	N	Y
Miami Review (S)	—	M	1,344	6	—	Th	—	2	—	N	Y	N

Rank	ADI Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
16.	**ATLANTA—938,000 hslds. (1.2% of U.S.)** SMSA's in ADI: Atlanta (19)												
	ABC audited newspapers												
	Atlanta Constitution, Journal	MN	ME	2,408	8	C	W-Th	—	4	3 Sigma	Y	—	Y
	Constitution	MN	M	2,408	8	C	Th	—	4	3 Sigma	Y	—	Y
	Journal	MN	E	2,408	8	C	W	—	4	3 Sigma	Y	—	Y
	Marietta Daily Journal	LA-US	E	2,408	8	C	W	HS	4	—	N	Y	N
	Athens News, Banner-Herald	BN	ME	1,782	6	F	W-Th	H	4	Own	Y	Y	N
	News	BN	M	1,782	6	F	Th	H	4	Own	Y	Y	N
	Banner-Herald	BN	E	1,782	6	F	W	H	4	Own	Y	Y	N
	Gwinnett Daily News	US	E	2,408	8	B	W	HS	4	—	N	Y	N
	Griffin News	AN	E	2,352	8	—	W	—	4	—	—	—	—
	Other newspapers												
	Gainesville Times (S)	—	E	1,806	6	—	T-W	H	4	—	N	Y	N
	Rome News-Tribune (S)	—	E	2,400	8	A	W	H	4	—	N	—	N
	La Grange Daily News (S)	—	E	2,709	9	C	W	—	3	—	N	N	N
17.	**TAMPA-ST. PETERSBURG—877,800 hslds. (1.2% of U.S.)** SMSA's in ADI: Tampa-St. Petersburg (21), Lakeland-Winter Haven (122), Sarasota (153), Bradenton (187)												
	ABC audited newspapers												
	St. Petersburg Times, Independent	SK	ME	2,408	8	C	W-Th	H	4	Other	Y	Y	Y
	Times	SK	M	2,408	8	C	W-Th	H	4	Other	Y	Y	Y
	Independent	SK-PF	E	2,408	8	C	W	H	4	Other	Y	Y	Y
	Tampa Tribune, Times	SF-PF	ME	2,835	9	C	W-Th	H	4	Belden	Y	N	Y
	Tribune	SF-PF	M	2,835	9	C	W-Th	H	4	Belden	Y	N	Y
	Times	SF-PF	E	2,835	9	C	W	H	4	Belden	Y	N	Y
	Sarasota Herald Tribune, Journal	BN-PF	ME	2,408	8	A	Th	HS	4	Barbour	Y	N	N
	Herald Tribune	BN-PF	M	2,408	8	A	Th	HS	4	Barbour	Y	N	N
	Journal	BN-PF	E	2,408	8	A	Th	HS	4	Barbour	Y	N	N
	Clearwater Sun[1]	BN-PF	E	2,408	8	C	Th-S	H	4	Barbour	Y	Y	Y
	Lakeland Ledger[1]	BN-PF	E	2,408	8	B	Th	HS	4	Barbour	N	N	Y
	Bradenton Herald	KR-PF	E	2,380	8	C	W	H	4	3 Sigma	Y	Y	N
	Winter Haven Daily News-Chief	LA	E	2,464	8	C	W	H	4	—	N	N	N
	Other newspapers												
	Lake Wales Daily Highlander (S)	—	E	2,408	8	B	W	HS	4	—	N	N	N
18.	**SEATTLE-TACOMA—862,272 hslds. (1.1% of U.S.)** SMSA's in ADI: Seattle-Everett (23), Tacoma (89)												
	ABC audited newspapers												
	Seattle Times[2]	CW	E	1,890	6	E	W	H	4	GMA	Y	Y	Y
	Seattle Post-Intelligencer	HS	M	2,240	8	—	W	H	4	Belden	Y	N	Y
	Tacoma News Tribune	SF	E	2,709	9	C	W	H	4	GMA	N	N	Y
	Everett Herald	BN	E	2,408	8	A	W	—	4	Yankelovich	N	Y	N
	Bremerton Sun	BN	E	2,408	8	A	T	HS	4	—	Y	Y	—
	Olympia Olympian	GT	E	1,806	6	F	W	H	4	—	Y	Y	Y
	Aberdeen World	BN	E	1,806	6	—	M-W-S	HS	4	—	Y	Y	—
	Centralia-Chehalis Chronicle	BN	E	1,806	6	F	W	H	4	—	Y	N	N
	Port Angeles Daily News	—	E	1,764	6	—	W	H	4	—	N	N	N
	Other newspapers												
	Bellevue Daily Journal American (V)	—	M	1,764	6	—	F	HS	4	—	Y	Y	N
	Skagit Valley Herald (S)	—	E	2,709	9	C	W	H	4	—	Y	Y	N

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[1] Now a morning newspaper.

[2] Became an all day newspaper in February, 1980.

19. INDIANAPOLIS—785,000 hslds. (1.0% of U.S.)

SMSA's in ADI: Indianapolis (33), Anderson, IN (199), Muncie (219), Kokomo (239), Bloomington, IN (255)

Rank ADI Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Indianapolis Star, News	MN	ME	2,808	9	—	W	HS	4	Belden	N	Y	N
Star	MN	M	2,808	9	—	W	HS	4	Belden	N	Y	N
News	MN	E	2,808	9	—	W	HS	4	Belden	N	Y	N
Muncie Star, Press	SK	ME	2,772	9	C	W-Th	HS	4	—	N	N	N
Star	SK	M	2,772	9	C	W-Th	HS	4	—	N	N	N
Press	SK	E	2,772	9	C	W-Th	HS	4	—	N	N	N
Anderson Herald, Bulletin	BN	ME	1,806	6	E	W	H	4	—	N	N	N
Herald	BN	M	1,806	6	E	W	H	4	—	N	N	N
Bulletin	BN	E	1,806	6	E	W	H	4	—	N	N	N
Kokomo Tribune	BN	E	1,800	6	E	W-S	H	4	—	N	Y	N
Bloomington Herald-Telephone	LA	E	2,352	8	A	W-S	HS	4	RMH	N	Y	Y
Marion Chronicle-Tribune	GT	M	1,806	6	F	W	HS	4	—	Y	N	N
Columbus Republic	LA-US	E	2,408	8	A	W	HS	4	—	N	Y	N
Logansport Pharos-Tribune	LA	E	2,408	8	A	W-S	H	3	—	N	Y	N
New Castle Courier-Times	LA	E	1,806	6	—	W-Th	HS	3	—	N	Y	N
Franklin Daily Journal	LA	E	2,408	8	—	W	HS	4	—	N	N	N
Bedford Times-Mail	LA	E	2,352	8	B	W	HS	4	RMH	N	Y	Y
Crawfordsville Journal-Review	LA	E	2,400	8	B	W	H	3	—	N	N	N
Shelbyville News	LA-US	E	1,827	6	D	W-Sa-S	H	4	Other	Y	Y	N
Martinsville Reporter	US	E	2,408	8	—	W	H	4	—	—	—	—
Greensburg Daily News	—	E	2,352	8	—	W	HS	4	—	Y	N	N
Portland Commercial Review	—	E	2,352	8	A	W	H	4	—	N	Y	N
Greenfield Daily Reporter	LA	E	2,408	8	A	W	H	4	—	N	N	Y
Rushville Republican	—	E	2,352	8	—	W	—	4	—	N	N	N
Other newspapers												
Peru Daily Tribune (S)	LA	E	2,709	9	—	M-T	H	4	—	Y	Y	N
Lebanon Reporter (V)	US	E	2,352	8	—	W	—	4	—	—	—	—
Winchester-Union City News Gazette (S)	—	E	2,352	8	—	W	—	—	—	—	Y	N
Attica Ledger Tribune (S)	—	E	1,764	8	—	T	HS	2	—	N	Y	N

20. BALTIMORE—771,600 hslds. (1.0% of U.S.)

SMSA's in ADI: Baltimore (14), Wilmington, DE (75)†

Rank ADI Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Baltimore Sun, Evening Sun	CW	ME	2,700	9	C	W-Th	HS	4	Scarborough	—	N	N
Sun	CW	M	2,700	9	C	Th	HS	4	Scarborough	—	N	N
Sun	CW	E	2,700	9	C	W	HS	4	Scarborough	—	N	N
Baltimore News American	HS	E	2,700	9	C	W	H	4	Belden	Y	N	Y
Annapolis Capital	LA-US	E	2,709	9	—	W	H	4	—	N	N	N
Cambridge Banner	LA	E	2,352	8	—	W	H	4	—	N	—	N
Easton Star Democrat	US	M	2,646	9	—	W	H	4	—	N	N	N

21. PORTLAND, OR—703,100 hslds. (0.9% of U.S.)

SMSA's in ADI: Portland, OR (31), Salem (151)

Rank ADI Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Portland Oregonian, Journal	NN	ME	2,709	9	C	W	H	4	—	Y	N	Y
Oregonian	NN	M	2,709	9	C	W	H	4	—	Y	N	Y
Journal	NN	E	2,709	9	C	W	H	4	—	Y	N	Y
Salem Oregon Statesman, Capital Journal	GT	ME	2,709	9	C	W-S	HS	4	GMA	N	Y	Y
Oregon Statesman	GT	M	2,709	9	C	W-S	HS	4	GMA	N	Y	Y
Capital Journal	GT	E	2,709	9	C	W-S	HS	4	GMA	N	Y	Y
Vancouver Columbian	—	E	1,806	6	F	T	H	4	GMA	Y	Y	Y
Longview Daily News	—	E	1,806	6	F	T	H	4	Bardsley	N	N	Y
Albany Democrat-Herald	BN	E	2,408	8	A	T	HS	4	—	Y	Y	—
Bend Bulletin	—	E	1,764	6	—	W	H	4	Own	N	Y	N
Corvallis Gazette-Times	BN	E	2,408	8	A	T	H	4	Magid	N	Y	N
Astoria Astorian	BN	E	1,764	6	B	W	HS	4	—	Y	Y	N

PORTLAND, OR CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
The Dalles Chronicle	—	E	2,352	8	A	T-W	HS	4	—	Y	Y	N
Other newspapers												
Oregon City Enterprise Courier (V)	US	M	2,408	8	—	W	H	4	—	Y	Y	N

22. DENVER—681,000 hslds. (0.9% of U.S.)

SMSA's in ADI: Denver-Boulder (24), Fort Collins (210), Greeley (236)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Denver Post	SF	E	2,790	9	C	W	H	4	Scarborough	Y	N	N
Denver Rocky Mountain News	SK	M	1,200	6	T	W	H	4	Belden	N	N	N
Boulder Daily Camera	KR	E	2,408	8	A	W	—	4	Other	Y	Y	N
Greeley Tribune & Republican	BN	E	2,408	8	—	W	HS	4	—	Y	Y	—
Fort Collins Coloradoan	GT	E	2,408	8	A	W	H	4	—	N	Y	N
Longmont Times Call	BN	E	2,709	9	C	W	HS	4	—	Y	Y	—
Loveland Reporter-Herald	BN	E	2,709	9	C	W	HS	4	—	Y	Y	—
Laramie Daily Boomerang	BN	M	2,709	9	A	W-S	HS	4	—	Y	Y	Y
Other newspapers												
Glenwood Springs Post (S)[1]	BN	E	2,408	8	—	W	HS	4	—	N	N	N

23. HARTFORD-NEW HAVEN—680,800 hslds. (0.9% of U.S.)

SMSA's in ADI: Hartford-New Britain-Bristol (37), New Haven-West Haven-Waterbury-Meriden (53)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Hartford Courant	MN	M	2,700	9	C	W-S	H	4	Belden	N	N	Y
New Haven Journal-Courier & Register	SF	ME	2,673	9	C	W-Th	H	4	—	N	N	N
Journal-Courier	SF	M	2,673	9	C	Th	H	4	—	N	N	N
Register	SF	E	2,673	9	C	W	H	4	—	N	N	N
Waterbury Republican, American	CW	ME	1,806	6	F	W	H	4	3 Sigma	N	N	N
Republican	CW	M	1,806	6	F	W	H	4	3 Sigma	N	N	N
American	CW	E	1,806	6	F	W	H	4	3 Sigma	N	N	N
New Britain Herald	LA	E	2,408	8	A	W	HS	4	—	N	N	N
Meriden Morning Record-Journal	LA	M	2,709	9	C	M-W-Sa	H	4	—	N	N	N
Bristol Press	LA	E	1,806	6	C	W	H	4	Own	N	Y	N
Middletown Press	LA	E	1,764	6	—	W	H	4	—	Y	Y	N
Manchester Journal Inquirer	LA	E	1,176	6	T	W	HS	4	—	N	N	N
Ansonia Sentinel	TN	E	2,408	8	B	W	H	3	—	Y	Y	N
Milford Citizen	LA-US	E	2,352	8	—	W	H	2	—	N	Y	N
Naugatuck News	LA	E	2,408	8	—	W	H	2	—	N	N	Y

24. SACRAMENTO-STOCKTON—672,225 hslds. (0.9% of U.S.)

SMSA's in ADI: San Francisco-Oakland (7)†, Sacramento (38)†, Stockton (115), Vallejo-Fairfield-Napa (123)†, Modesto (143)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Sacramento Bee	CW	M	2,700	9	C	W	H	4	Belden	Y	Y	Y
Sacramento Union	BN	M	2,745	9	—	—	H	4	Yankelovich	N	N	Y
Modesto Bee	CW	M	2,700	9	C	W	H	4	Belden	Y	N	Y
Stockton Record	GT	E	2,408	8	C	W	H	4	Other	N	Y	Y
Marysville Appeal-Democrat	BN	E	2,352	8	—	W	H	4	—	N	N	N
Woodland Democrat	WD	E	2,646	9	—	W	H	4	—	N	Y	N
Grass Valley Union	—	E	2,408	8	—	W	H	4	—	N	Y	N
Roseville Press-Tribune	US	E	2,408	8	—	T-W	H	4	—	—	—	—
Turlock Journal	BN	E	2,408	8	A	W	H	3	—	N	—	N
Antioch Ledger	CW-US	E	2,352	8	—	W	H	4	Bardsley	N	N	N
—San Francisco Examiner	SF	M	2,408	8	C	W	H	4	Scarborough	N	N	Y
Other newspapers												
Tahoe Daily Tribune (S)	—	E	2,408	8	B	W	H	4	Own	N	Y	N
Sonora Union-Democrat (S)	—	E	2,408	8	—	W	H	4	—	Y	Y	N
Davis Enterprise (S)	—	E	2,352	8	—	W	—	4	—	Y	Y	N

[1] Will go to 6 column format in the summer of 1980.

Rank	ADI Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
25.	**CINCINNATI—646,800 hslds. (0.9% of U.S.)** SMSA's in ADI: Cincinnati (26), Hamilton-Middletown (146)												
	ABC audited newspapers												
	Cincinnati Enquirer	GT	M	2,700	9	C	W	H	4	Bardsley	N	N	N
	Cincinnati Post	GT	E	2,700	9	C	W	H	4	Bardsley	N	N	N
	Hamilton Journal-News	BN	E	308	8	A	T	H	4	RMH	N	Y	N
	Middletown Journal	LA	E	2,464	8	A	W	H	4	—	N	Y	N
	Other newspapers												
	Maysville Ledger-Independent (S)	GA	M	2,408	8	—	W-Th	H	4	—	N	Y	N
	Connersville News-Examiner (S)	LA	E	2,352	8	—	W	H	4	—	Y	N	N
26.	**MILWAUKEE—641,700 hslds. (0.8% of U.S.)** SMSA's in ADI: Milwaukee (25), Racine (184)												
	ABC audited newspapers												
	Milwaukee Sentinel, Journal	MN	ME	2,700	9	C	W-Th	H	4	3 Sigma	Y	—	Y
	Sentinel	MN	M	2,700	9	C	Th	H	4	3 Sigma	Y	—	Y
	Journal	MN	E	2,700	9	C	W	H	4	3 Sigma	Y	—	Y
	Racine Journal Times	BN	E	2,408	8	—	T	—	4	—	—	—	—
	Sheboygan Press	LA	E	2,408	8	—	W-Th	H	4	—	—	—	—
	Waukesha Freeman	—	E	2,352	8	A	T	H	4	—	N	N	N
	West Bend News	AN-US	E	2,772	9	—	F	H	4	Other	N	N	N
	Other newspapers												
	Watertown Daily Times (S)	—	E	1,806	6	E	M	H	4	—	Y	Y	N
27.	**KANSAS CITY—632,800 hslds. (0.8% of U.S.)** SMSA's in ADI: Kansas City (27), St. Joseph (237)†, Lawrence, KS (268)												
	ABC audited newspapers												
	Kansas City Times, Star	CW	ME	1,866	6	F	W-Th	H	4	Belden	Y	N	Y
	Times	CW	M	1,866	6	F	W-Th	H	4	Belden	Y	N	Y
	Star	CW	E	1,866	6	F	W-Th	H	4	Belden	Y	N	Y
	Kansas City Kansan	BN	E	1,806	6	—	W	HS	4	—	N	Y	N
	Lawrence Journal World	SD	E	2,352	8	A	W	H	4	—	N	N	N
	Leavenworth Times	TN	E	2,408	8	B	W	HS	3	—	N	N	N
	Ottawa Herald	SD	E	1,806	6	—	W	H	4	—	N	Y	N
	Atchison Daily Globe	—	E	2,408	8	A	W	H	4	—	N	N	N
	Warrensburg Daily Star-Journal	MP	E	2,520	8	—	W	H	4	—	Y	Y	Y
	Other newspapers												
	Independence Examiner (V)	—	E	1,806	6	—	W	HS	4	Other	N	Y	N
	Olathe Daily News (S)	—	M	2,408	8	—	Th	HS	4	—	N	Y	N
	Chillicothe Constitution-Tribune (S)	LA-MP	E	2,408	8	—	W	HS	2	—	N	Y	N
	Marshall Democrat-News (S)	MP	E	2,408	8	—	W	HS	2	—	N	Y	N
	Carrollton Daily Democrat (S)	MP	E	2,352	8	—	T	H	3	—	N	Y	N
	Hiawatha Daily World (S)	—	E	2,352	8	—	M-W	HS	2	—	N	N	N
28.	**BUFFALO—615,300 hslds. (0.8% of U.S.)** SMSA's in ADI: Buffalo (30), Rochester, NY (39)†												
	ABC audited newspapers												
	Buffalo News	SK	E	2,464	8	B	T	H	4	Belden	Y	N	N
	Buffalo Courier-Express	CW	M	2,464	8	A	T	HS	4	Other	Y	N	Y
	Niagara Falls Gazette	—	E	2,464	8	—	T	H	—	—	Y	N	N
	Jamestown Post-Journal	LA	E	1,800	6	F	T	H	4	—	Y	N	N
	Olean Times Herald	LA	E	2,408	8	—	T	HS	4	—	Y	—	N
	Tonawanda News	LA-US	E	2,408	8	C	T	H	4	—	N	N	Y
	Lockport Union Sun & Journal	LA	E	2,408	8	A	T	H	4	Own	Y	Y	N
	Dunkirk Observer	LA	E	2,408	8	A	T	—	4	—	N	Y	N

BUFFALO CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
Batavia Daily News	LA	E	2,408	8	A	T	H	4	—	Y	Y	N
Other newspapers												
Bradford Era (S)	LA	M	2,709	9	A	T	HS	1	—	N	N	N
Medina Daily Journal-Register (S)	LA	E	2,352	8	—	T	H	3	—	N	—	N

29. SAN DIEGO—598,400 hslds. (0.8% of U.S.)

SMSA's in ADI: San Diego (20)

ABC audited newspapers												
San Diego Union, Tribune	SF	ME	2,408	6	C	Th	H	4	Other	Y	N	Y
Union	SF	M	2,408	6	C	Th	H	4	Other	Y	N	Y
Tribune	SF	E	2,408	6	C	Th	H	4	Other	Y	N	Y
Escondido Times-Advocate	CW	E	2,408	8	B	W	H	4	Yankelovich	N	Y	N
Oceanside Blade-Tribune	CW-US	E	2,408	8	—	W	HS	4	—	N	Y	N
El Cajon Daily Californian	WD-US	E	2,408	8	A	W	HS	4	Belden	N	Y	N
—Los Angeles Times	LT-LC	M	2,400	8	C	Th	H	2	Own	Y	Y	N
Other newspapers												
Vista Press (S)	US	E	2,352	8	—	W	HS	4	—	N	Y	N
San Diego Daily Transcript (S)	—	M	2,352	8	A	W-Th	HS	4	Other	N	Y	Y

30. NASHVILLE—584,200 hslds. (0.8% of U.S.)

SMSA's in ADI: Nashville-Davidson (49), Clarksville-Hopkinsville (216)

ABC audited newspapers												
Nashville Banner[1]	GT	E	2,700	9	C	W	H	4	—	Y	Y	Y
Hopkinsville Kentucky New Era	LA	E	2,408	8	—	—	—	4	—	N	N	N
Columbia Herald	LA	E	2,408	8	—	W	H	4	—	N	N	N
Murfreesboro Daily News Journal	LA	E	1,806	6	A	W	H	4	Barbour	N	N	N
Other newspapers												
Nashville Tennessean (S)[1]	GT	M	2,700	9	C	W-Th	H	4	—	Y	Y	Y
Cookeville Herald-Citizen (S)[2]	LA	E	2,408	8	—	T	HS	4	Other	Y	Y	N
Paris Post Intelligencer (S)	LA	E	2,408	8	—	—	H	4	—	N	Y	N
Shelbyville Times-Gazette (S)	LA	E	2,408	8	B	M-W	H	4	Other	N	N	N
Lebanon Democrat & Wilson County News (S)	LA	E	2,408	8	—	W	HS	4	—	Y	N	N

[1] Nashville Banner and Tennessean are sold in combination. The Tennessean will be ABC-audited in the Fall of 1980.

[2] Cookeville Herald-Citizen will be ABC-audited in 1980.

LEGEND TO NEWSPAPER REPS

AD	Arkansas Dailies
AN	American Newspaper Representatives
AP	Amalgamated Publishers
BN	Branham Newspaper Sales
CN	California Newspaper Markets
CS	Chicago Sun-Times/News
CT	Chicago Tribune
CW	Cresmer, Woodward, O'Mara & Ormsbee
DN	Drukker Newspapers
GA	General Advertising Service
GN	Georgia Newspaper Service
GT	Gannett Newspaper Sales
HH	Harte-Hanks Texas Group
HS	Hearst Advertising Service
ID	Iowa Daily Press Assn.
IN	Independent Newspaper Markets
KR	Knight-Ridder Newspaper Sales
LA	Landon Associates
LC	The Leonard Co.
LT	Los Angeles Times
MM	Mid-South Mississippi Dailies
MN	Million Market Newspapers
MP	Missouri Press Service
MR	Metropolitan Publishers Representatives
ND	Northwest Dailies
NE	Newsday
NN	Newhouse Newspapers—Metro-Suburbia
NT	New York Times
NY	New York News
NX	Nixon Newspapers
OS	Ohio Newspaper Service
PF	Publishers' Representatives of Florida
RH	Robert Hitchings & Co.
SD	Southwest Dailies
SF	Sawyer-Ferguson-Walker Co.
SK	Story & Kelly-Smith
TN	Thomson Newspapers
TP	Texas Daily Press League
US	U.S. Suburban Press
WA	Western States Associates
WD	Western Dailies

For Rep Directory see page 357.

31. PROVIDENCE—569,400 hslds. (0.8% of U.S.)

SMSA's in ADI: Providence-Warwick-Pawtucket (42), New Bedford-Fall River (81), New London-Norwich (149)

Rank ADI Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Providence Journal, Bulletin	CW	ME	2,700	9	C	W	HS	2	—	N	N	N
Journal	CW	M	2,700	9	C	W	HS	2	—	N	N	N
Bulletin	CW	E	2,700	9	C	W	HS	2	—	N	N	N
Fall River Herald News	LA	E	2,368	8	B	W	H	2	—	N	N	N
New Bedford Standard-Times	BN	E	1,806	6	E	W	HS	4	—	N	N	N
New London Day	BN	E	1,788	6	D	W	H	4	—	N	N	N
Pawtucket Times	LA	E	2,709	9	C	W	H	4	—	N	Y	Y
Woonsocket Call	LA	E	2,700	9	C	W	H	4	—	N	N	N
Attleboro Sun Chronicle	LA	E	2,384	8	—	W	H	4	—	N	Y	N
Newport Daily News	LA	E	1,800	6	F	W	H	4	—	N	N	N
Taunton Gazette	TN	E	2,380	8	B	W	HS	3	—	N	Y	N
Westerly Sun	LA	E	2,408	8	A	W-S	H	4	—	N	N	N

32. COLUMBUS, OH—561,700 hslds. (0.7% of U.S.)

SMSA's in ADI: Columbus, OH (35)

Rank ADI Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Columbus Citizen-Journal, Dispatch	CW	ME	2,835	9	C	W-Th	HS	4	Belden	Y	Y	N
Citizen-Journal	CW	M	2,835	9	C	W-Th	HS	4	Belden	Y	Y	N
Dispatch	CW	E	2,835	9	C	W-Th	HS	4	Belden	Y	Y	N
Newark Advocate	TN	E	2,772	9	A	M-W	HS	4	—	N	Y	N
Marion Star	TN	E	2,492	8	A	M	H	3	—	N	Y	N
Lancaster Eagle-Gazette	TN	E	2,408	8	—	M-W	H	3	—	N	Y	N
Chillicothe Gazette	GT	E	2,408	8	A	M	—	4	—	N	Y	N
Mount Vernon News	LA	E	1,806	6	E	M	—	4	—	Y	Y	N
Bellefontaine Examiner	LA	E	2,408	8	A	M	HS	4	—	N	N	N
Bucyrus Telegraph-Forum	LA	E	2,352	8	A	M-T-W	H	4	—	Y	—	Y
Galion Inquirer	OS	E	2,408	8	—	M	HS	4	—	N	Y	N
Other newspapers												
Circleville Herald (S)	OS	E	1,806	6	—	M	H	4	—	N	N	N
Delaware Gazette (S)	OS-AR	E	1,806	6	—	M	HS	4	—	N	Y	N
Washington Record Herald (S)	AN	E	1,806	6	—	M-T	HS	4	—	N	N	N
Madison Press (S)	AN-OS	E	2,408	8	—	M	HS	4	—	N	Y	N
Marysville Journal-Tribune (S)	AN-OS	E	2,408	8	A	M-W	H	4	—	N	Y	N

33. PHOENIX—556,979 hslds. (0.7% of U.S.)

SMSA's in ADI: Riverside-San Bernardino-Ontario (28)†, Phoenix (29)

Rank ADI Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Phoenix Arizona Republic, Gazette	SK	ME	2,709	9	C	W	HS	4	—	N	N	Y
Republic	SK	M	2,709	9	C	W	HS	4	—	N	N	Y
Gazette	SK	E	2,709	9	C	W	HS	4	—	N	N	Y
Mesa Tribune	BN	E	2,352	8	—	T	HS	4	—	Y	Y	—
Scottsdale Daily Progress	BN	E	2,352	8	B	T-W	HS	4	Other	N	Y	N
Sun City News-Sun	BN	E	2,352	8	—	T-W	H	4	—	N	N	N
Prescott Courier	BN	E	2,352	8	C	T	H	4	Other	N	Y	N
Other newspapers												
Tempe Daily News (S)	BN	E	2,352	8	—	T-W	H	4	—	Y	N	N

34. MEMPHIS—542,500 hslds. (0.7% of U.S.)

SMSA's in ADI: Memphis (43)

Rank ADI Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Memphis Commercial Appeal, Press-Scimitar	SK	ME	2,835	9	C	W	H	4	Belden	Y	N	N
Commercial Appeal	SK	M	2,835	9	C	W	H	4	Belden	Y	N	N
Press-Scimitar	SK	E	2,835	9	C	W	H	4	Belden	Y	N	N

MEMPHIS CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
West Memphis Evening Times	AD	E	2,709	9	B	W	HS	4	Own	Y	Y	N
Corinth Daily Corinthian	—	E	2,408	8	—	W	—	4	—	—	Y	N
Clarksdale Press Register	MM	E	1,806	6	—	M-W-Sa	H	4	—	N	Y	N
Dyersburg State Journal	LA	E	2,408	8	—	—	H	4	—	—	—	—
Other newspapers												
Blytheville Courier News (S)	LA	E	1,764	6	E	W	—	4	—	N	Y	N
Helena West Helena World (S)	AD	E	2,352	8	—	T	H	3	—	N	Y	N
Kennett Daily Dunklin Democrat (S)	LA	E	2,352	8	—	W	HS	4	—	Y	Y	N

35. CHARLOTTE—540,500 hslds. (0.7% of U.S.)

SMSA's in ADI: Charlotte-Gastonia (67)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Charlotte Observer, News	KR	ME	1,890	6	F	Th	HS	4	3 Sigma	N	Y	Y
Observer	KR	M	1,890	6	F	Th	HS	4	3 Sigma	N	Y	Y
News	KR	E	1,890	6	F	Th	HS	4	3 Sigma	N	Y	Y
Gastonia Gazette	LA	E	1,848	6	F	W	H	4	—	N	Y	N
Hickory Record	LA	E	2,352	8	—	W	HS	4	—	N	N	N
Rock Hill Evening Herald	LA	E	1,806	6	F	W	H	4	Other	N	Y	N
Salisbury Post	LA	E	2,408	8	A	W	H	4	MOR	N	Y	N
Statesville Record & Landmark	LA	E	1,806	6	F	W	H	4	—	N	N	N
Shelby Star	LA	E	2,408	8	—	W	HS	4	—	Y	—	—
Kannapolis Daily Independent	LA	E	1,806	6	E	W-S	HS	4	—	N	N	N
Concord Tribune	LA	E	1,806	6	E	W	H	4	—	N	N	N
Lenoir News-Topic	—	E	2,408	8	—	W	HS	4	—	Y	Y	—
Morganton News-Herald	LA	E	1,764	6	—	W	H	4	—	N	N	N
Monroe Enquirer-Journal	LA	E	1,806	6	—	M-W	HS	4	RMH	N	Y	N
Richmond County Daily Journal	LA	E	1,764	6	E	W	S	4	—	N	Y	N
Other newspapers												
Newton Observer-News-Enterprise (S)	—	E	2,352	8	—	W	—	4	—	Y	Y	N

36. NEW ORLEANS—516,300 hslds. (0.7% of U.S.)

SMSA's in ADI: New Orleans (34), Biloxi-Gulfport (189)†

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
New Orleans Times Picayune, States-Item	NN	ME	2,700	9	C	Th	H	4	Belden	N	N	N
Times-Picayune	NN	M	2,700	9	C	Th	H	4	Belden	N	N	N
States-Item	NN	E	2,700	9	C	Th	H	4	Belden	N	N	N
Bogalusa Daily News	—	E	2,408	8	—	W	HS	4	—	Y	N	Y
Hammond Star	MM	E	1,806	6	—	W	HS	4	—	Y	Y	N
Slidell Daily Sentry News	—	M	2,408	8	—	Th	HS	4	—	Y	Y	N
Other newspapers												
Houma Daily Courier (S)	—	E	2,408	8	—	W-S	H	4	—	Y	Y	N

37. GREENVILLE-SPARTANBURG-ASHEVILLE—515,900 hslds. (0.7% of U.S.)

SMSA's in ADI: Greenville-Spartanburg (73), Asheville (178)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Greenville News, Piedmont	SF	ME	2,408	8	C	W-Th	H	4	Other	N	N	Y
News	SF	M	2,408	8	C	W-Th	H	4	Other	N	N	Y
Piedmont	SF	E	2,408	8	C	W	H	4	Other	N	N	Y
Asheville Citizen, Times	SF	ME	2,424	8	A	W	H	4	—	N	Y	N
Citizen	SF	M	2,424	8	A	W	H	4	—	N	Y	N
Times	SF	E	2,424	8	A	W	H	4	—	N	Y	N
Spartanburg Herald, Journal	GA	ME	2,709	9	—	Th	H	4	Own	Y	Y	N
Herald	GA	M	2,709	9	—	Th	H	4	Own	Y	Y	N
Journal	GA	E	2,709	9	—	Th	H	4	Own	Y	Y	N
Anderson Independent, Mail	BN	ME	2,408	8	B	W	H	4	—	Y	—	—

GREENVILLE CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
Independent	BN	M	2,408	8	B	W	H	4	—	Y	—	—
Mail	BN	E	2,408	8	B	W	H	4	—	Y	—	—
Greenwood Index-Journal	—	E	2,408	8	B	W	HS	4	—	N	N	N
Hendersonville Times-News	LA	E	1,806	6	E	W	H	4	—	Y	Y	N

38. OKLAHOMA CITY—483,300 hslds. (0.6% of U.S.)

SMSA's in ADI: Oklahoma City (44)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Oklahoma City Oklahoman, Times	SF	ME	2,709	9	C	Th	HS	4	3 Sigma	Y	Y	Y
Oklahoman	SF	M	2,709	9	C	Th	HS	4	3 Sigma	Y	Y	Y
Times	SF	E	2,709	9	C	Th	HS	4	3 Sigma	Y	Y	Y
Oklahoma City Journal	LA-US	M	2,408	8	B	Th	H	4	Other	Y	Y	N
Enid News, Eagle	SD	ME	2,408	8	A	W-Th	H	4	—	N	N	N
News	SD	M	2,408	8	A	Th	H	4	—	N	N	N
Eagle	SD	E	2,408	8	A	W	H	4	—	N	N	N
Norman Transcript	LA	E	2,408	8	A	Th	H	4	—	N	Y	N
Shawnee News-Star	SD	M	1,806	6	—	Th	H	4	Other	N	Y	N
Ponca City News	LA	E	1,806	6	D	W	HS	4	—	N	N	N
Stillwater News-Press	SD	E	2,408	8	—	W	HS	4	Other	N	Y	Y
Chickasha Express	SD	E	2,352	8	—	W	H	4	—	N	N	N
Pauls Valley Democrat	SD	E	2,408	8	—	W-Th	HS	4	—	Y	Y	—
Guthrie Leader	SD	E	2,352	8	—	—	H	4	—	—	—	—
Blackwell Journal-Tribune	SD	E	2,352	8	A	W	H	2	Other	Y	Y	N
Other newspapers												
Edmond Evening Sun (V)	US	E	2,352	8	—	W	—	4	—	—	—	—
Clinton Daily News (S)	—	E	2,408	8	—	W	—	3	—	N	Y	N
Weatherford Daily News (S)	—	E	2,408	8	—	W	HS	4	Other	N	Y	N
Wewoka Daily Times (S)	SD	E	2,352	8	A	W-S	H	3	—	N	Y	N

39. GRAND RAPIDS-KALAMAZOO-BATTLE CREEK—478,100 hslds. (0.6% of U.S.)

SMSA's in ADI: Grand Rapids (72), Lansing-East Lansing (87)†, Kalamazoo-Portage (141), Battle Creek (175), Muskegon-Norton Shores-Muskegon Heights (179)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Grand Rapids Press	NN	E	1,848	6	E	M-T-W	HS	4	MOR	Y	N	Y
Kalamazoo Gazette	NN	E	1,848	6	E	Th	HS	4	MOR	N	Y	Y
Muskegon Chronicle	NN	E	1,848	6	E	M-T-W	HS	4	MOR	N	N	Y
Battle Creek Enquirer & News	GT	E	2,772	9	C	T	HS	4	MOR	Y	Y	N
Holland Sentinel	BN	E	2,408	8	A	M	HS	4	—	Y	Y	—
Grand Haven Tribune	—	E	2,408	8	C	M	H	4	Other	N	Y	N
Greenville News-Banner	AN	E	2,352	8	—	T	H	4	MOR	N	Y	N
—Detroit Free Press	KR	M	2,400	8	A	W	—	4	Scarborough	Y	—	Y
Other newspapers												
Marshall Evening Chronicle (S)	—	E	1,806	6	—	M	H	4	—	N	Y	N

40. WILKES BARRE-SCRANTON—468,900 hslds. (0.6% of U.S.)

SMSA's in ADI: Northeast Pennsylvania (57), Allentown-Bethlehem-Easton (59)†, Binghamton (117)†, Williamsport (231)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Wilkes-Barre Times Leader[1]	SK	AD	2,408	8	—	T	HS	4	—	Y	Y	N
Scranton Times	SF	E	2,400	8	A	T-W	HS	4	Yankelovich	Y	Y	N
Scranton Tribune	LA	M	2,400	8	—	W	HS	4	—	Y	N	N
Williamsport Sun-Gazette	LA	E	1,785	6	F	W	H	4	—	N	N	N
Pottsville Republican	LA	E	2,646	9	B	M-W	H	4	—	N	N	N
Sunbury Item	BN	E	1,764	6	—	T-W	HS	4	—	Y	Y	—
Hazleton Standard-Speaker	LA	AD	2,709	9	C	W	—	4	—	N	N	N
Stroudsburg Pocono Record	BN	M	2,352	8	—	M-W-Th	HS	4	—	Y	Y	—
Shamokin Mt. Carmel News Item	LA	E	1,806	6	F	W	H	4	—	N	N	N
Shenandoah Evening Herald	LA	E	2,408	8	—	T-W	HS	4	—	N	Y	N

[1] Temporarily suspended from ABC.

WILKES BARRE CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Other newspapers												
Wilkes-Barre Citizens' Voice (S)[1]	—	M	1,176	6	—	T	—	3	—	Y	N	N
Bloomsburg Morning Press (S)	LA	M	1,806	6	F	W	H	4	RMH	Y	Y	Y
Berwick Enterprise (S)	LA	E	1,806	6	F	W	H	4	RMH	Y	Y	Y
Milton Standard (S)	LA	E	1,806	6	—	W	—	—	—	N	N	N

41. ORLANDO-DAYTONA BEACH—463,700 hslds. (0.6% of U.S.)

SMSA's in ADI: Orlando (63), Daytona Beach (139), Melbourne-Titusville-Cocoa (160)

ABC audited newspapers												
Orlando Sentinel Star	CW-PF	AD	2,408	8	—	Th-S	H	4	Belden	Y	N	Y
Daytona Beach Journal, News	SF-PF	ME	1,806	6	F	Th	H	4	—	Y	Y	N
Journal	SF-PF	M	1,806	6	F	Th	H	4	—	Y	Y	N
News	SF-PF	E	1,806	6	F	Th	H	4	—	Y	Y	N
Cocoa Today	GT-SF	M	2,496	8	C	Th	H	4	MOR	N	Y	Y
Ocala Star-Banner	BN-PF	E	2,408	8	—	W	H	4	Barbour	Y	N	N
De Land Sun News	LA	E	2,408	8	—	W	HS	2	—	N	Y	N
Leesburg Commercial	PF	E	2,408	8	—	W	HS	4	—	Y	Y	—

42. CHARLESTON-HUNTINGTON—463,600 hslds. (0.6% of U.S.)

SMSA's in ADI: Huntington-Ashland (119), Charleston, WV (133), Parkersburg-Marietta (192)†

ABC audited newspapers												
Charleston Gazette, Mail	SF	ME	1,830	6	F	W	H	4	Belden	N	N	Y
Gazette	SF	M	1,830	6	F	W	H	4	Belden	N	N	Y
Mail	SF	E	1,830	6	F	W	H	4	Belden	N	N	Y
Huntington Herald-Dispatch	GT	M	2,408	8	C	W	HS	4	—	Y	N	Y
Ashland Daily Independent	BN	E	1,764	6	E	W-S	H	4	—	N	N	N
Portsmouth Times	TN	E	2,464	8	A	M	HS	3	—	Y	—	—
Athens Messenger	—	E	2,408	8	—	S	H	4	—	Y	Y	N
Marietta Times	GT	E	1,782	6	F	M	H	4	Belden	N	Y	N
Williamson News	GA	E	2,772	9	C	W	HS	3	—	Y	Y	N
Logan Banner	GA	E	1,806	6	—	W-Th	HS	4	—	N	Y	N
Ironton Tribune	—	E	2,352	8	—	W-S	H	4	—	Y	Y	Y
Gallipolis Daily Tribune	LA	E	1,785	6	F	W	H	3	—	N	N	N
Point Pleasant Register	LA	E	1,788	6	B	W	HS	4	—	Y	Y	N

43. LOUISVILLE—457,800 hslds. (0.6% of U.S.)

SMSA's in ADI: Louisville (41)

ABC audited newspapers												
Louisville Courier-Journal, Times	—	ME	1,800	6	—	W	HS	3	Belden	Y	Y	N
Courier-Journal	—	M	1,800	6	—	W	HS	3	Belden	Y	Y	N
Times	—	E	1,800	6	—	W	HS	3	Belden	Y	Y	N
New Albany Tribune	TN	E	2,408	8	B	W	H	4	—	—	Y	—
Elizabethtown News-Enterprise	—	E	2,408	8	—	W-Th	HS	4	—	N	Y	N
Other newspapers												
Madison Courier (S)	LA	E	2,380	8	—	W	HS	4	Other	Y	Y	Y

44. RALEIGH-DURHAM—450,600 hslds. (0.6% of U.S.)

SMSA's in ADI: Raleigh-Durham (79), Fayetteville, NC (173)

ABC audited newspapers												
Raleigh News and Observer, Times	BN	ME	2,520	8	B	Th	H	4	Belden	Y	N	Y
News and Observer	BN	M	2,520	8	B	Th	H	4	Belden	Y	N	Y
Times	BN	E	2,520	8	B	Th	H	4	Belden	Y	N	Y
Durham Herald, Sun	BN	ME	2,496	8	B	W-Th	H	4	Other	N	N	Y
Herald	BN	M	2,496	8	B	Th	H	4	Other	N	N	Y

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[1] ABC-audited since December, 1979.

RALEIGH CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Sun	BN	E	2,496	8	B	W	H	4	Other	N	N	Y
Fayetteville Times, Observer	LA	ME	2,408	8	A	W-Th	H	4	Barbour	N	N	N
Times	LA	M	2,408	8	A	Th	H	4	Barbour	N	N	N
Observer	LA	E	2,408	8	A	W	H	4	Barbour	N	N	N
Goldsboro News-Argus	GA	E	2,408	8	—	W	—	4	—	N	N	N
Wilson Times	LA	E	2,408	8	A	W	H	4	—	N	Y	N
Sanford Daily Herald	—	E	2,408	8	—	M-W	H	4	—	Y	N	N
Henderson Daily Dispatch	LA	E	2,408	8	B	W	HS	4	Barbour	N	Y	N
Rocky Mount Evening Telegram	—	E	2,408	8	—	W	—	4	—	N	N	N
Other newspapers												
Clinton Sampson Independent (S)	—	E	2,352	8	—	M-W	S	4	—	Y	Y	N
Chapel Hill Newspaper (S)	LA	E	1,784	6	—	—	H	4	—	N	Y	N

45. ALBANY-SCHENECTADY-TROY—445,400 hslds. (0.6% of U.S.)

SMSA's in ADI: Albany-Schenectady-Troy (47), Pittsfield (195)

ABC audited newspapers												
Albany Times-Union, Knickerbocker News	HS	ME	2,709	9	C	T-W	HS	4	Belden	N	Y	N
Times-Union	HS	M	2,709	9	C	W	HS	4	Belden	N	Y	N
Knickerbocker News	HS	E	2,709	9	C	T	HS	4	Belden	N	Y	N
Schenectady Gazette	CW	M	2,464	8	A	T	—	4	—	N	N	N
Troy Times Record	—	E	2,464	8	B	W	HS	4	Magid	N	N	N
Glens Falls Post-Star	LA	M	2,408	8	A	W	H	4	—	N	N	N
Pittsfield Berkshire Eagle[1]	LA	E	2,376	8	A	M	H	4	—	N	Y	N
Amsterdam Recorder	LA	E	2,408	8	B	M-W-Th	—	4	—	N	Y	N
Gloversville Leader-Herald	LA	E	2,408	8	B	M-W	H	4	—	N	Y	N
North Adams Transcript	LA	E	1,806	6	—	M-W	HS	4	—	Y	Y	Y
Saratoga Springs Saratogian	GT	E	1,806	6	F	M	HS	4	—	Y	Y	N
Hudson Register-Star	LA	E	2,352	8	A	M-W	H	3	—	N	N	N
—New York Daily News	NY-WA-CW	M	1,200	6	—	W-S	—	4	—	Y	N	Y
Other newspapers												
Bennington Banner (S)	LA	E	2,376	[illegible]	A	M-W	H	4	—	N	Y	N
Catskill Daily Mail (S)	—	E	2,400	8	—	W	HS	2	—	N	N	N

46. SALT LAKE CITY—445,400 hslds. (0.6% of U.S.)

SMSA's in ADI: Salt Lake City-Ogden (52), Provo-Orem (196)

ABC audited newspapers												
Salt Lake Tribune, Deseret News	—	ME	2,709	9	C	W-Th	HS	4	—	Y	Y	Y
Tribune	—	M	2,709	9	C	Th	HS	4	—	Y	Y	Y
Deseret News	—	E	2,709	9	C	W	HS	4	—	Y	Y	Y
Ogden Standard Examiner	CW	E	2,709	9	C	W	H	4	—	N	N	N
Provo Daily Herald	—	E	2,709	9	C	W-S	H	4	—	N	N	N
Logan Herald Journal	—	E	2,709	9	B	Th	HS	4	—	N	Y	N
Other newspapers												
Elko Daily Free Press (S)	BN	E	2,408	8	—	W	H	4	—	Y	Y	N
Ely Daily Times (S)	WD	E	2,408	8	B	W-Th	H	2	—	N	—	N

47. DAYTON—444,700 hslds. (0.6% of U.S.)

SMSA's in ADI: Dayton (45), Lima (161)†, Springfield, OH (176)

ABC audited newspapers												
Dayton Journal Herald, News	SF	ME	2,835	9	C	W	H	4	Belden	Y	Y	Y
Journal Herald	SF	M	2,835	9	C	W	H	4	Belden	Y	Y	Y
News	SF	E	2,835	9	C	W	H	4	Belden	Y	Y	Y
Springfield Sun, News	SF	ME	2,835	9	C	W	H	4	Belden	Y	Y	Y
Sun	SF	M	2,835	9	C	W	H	4	Belden	Y	Y	Y
News	SF	E	2,835	9	C	W	H	4	Belden	Y	Y	Y

[1] Now a morning newspaper.

DAYTON CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Richmond Palladium Item	GT	E	2,380	8	C	W	HS	4	—	N	Y	N
Xenia Gazette	LA-TN	E	2,464	8	A	T	H	4	Other	Y	Y	N
Sidney News	LA	E	2,709	9	A	M	H	3	—	N	N	N
Piqua Daily Call	TN	E	2,408	8	—	T	HS	4	—	N	Y	N
Troy News	—	E	2,709	9	—	T-W	S	4	—	Y	Y	N
Greenville Daily Advocate	TN	E	2,408	8	—	M-W	HS	4	—	N	Y	N
Fairborn Daily Herald	US	E	1,806	6	—	T-W	H	4	Other	N	Y	N
Other newspapers												
Wilmington News-Journal (S)	OS	E	1,806	6	—	W	H	4	—	N	N	N

48. HARRISBURG-YORK-LANCASTER-LEBANON—443,300 hslds. (0.6% of U.S.)

SMSA's in ADI: Harrisburg (85), York (102), Lancaster (107)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Harrisburg Patriot, News	NN	ME	2,709	9	C	W-Th	H	4	—	N	N	N
Patriot	NN	M	2,709	9	C	Th	H	4	—	N	N	N
News	NN	E	2,709	9	C	W-Th	H	4	—	N	N	N
Lancaster Intelligencer-Journal, New-Era	—	ME	2,745	9	C	W-Th	H	4	MOR	N	N	N
Intelligencer-Journal	—	M	2,745	9	C	Th	H	4	MOR	N	N	N
New-Era	—	E	2,745	9	C	W	H	4	MOR	N	N	N
York Dispatch	CW	E	2,464	8	—	W	—	2	—	Y	—	N
York Daily Record	LA	M	2,408	8	C	W	HS	4	—	N	N	N
Hanover Sun	TN	E	2,408	8	B	W	H	4	—	Y	Y	N
Carlisle Evening Sentinel	LA	E	2,408	8	—	W	HS	4	—	N	Y	N
Gettysburg Times	LA	E	2,352	8	—	W-Th	H	2	—	N	N	N
Other newspapers												
Columbia News (S)	LA	E	2,408	8	—	W	H	4	—	N	Y	N

49. SAN ANTONIO—436,700 hslds. (0.6% of U.S.)

SMSA's in ADI: San Antonio (40)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
San Antonio Express, News	BN	ME	2,709	9	—	Th	H	4	Other	N	N	N
Express	BN	M	2,709	9	—	Th	H	4	Other	N	N	N
News	BN	E	2,709	9	—	Th	H	4	Other	N	N	N
San Antonio Light	HS	E	2,709	9	C	Th	HS	4	Belden	N	N	Y
Kerrville Daily Times	—	E	2,352	8	—	W	HS	4	Other	N	Y	N
Other newspapers												
Del Rio News-Herald (S)	—	E	2,352	8	—	W	HS	4	—	Y	Y	N

50. NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON—434,700 hslds. (0.6% of U.S.)

SMSA's in ADI: Norfolk-Virginia Beach-Portsmouth (54), Newport News-Hampton (111)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Norfolk Virginian-Pilot, Ledger-Star	—	ME	2,727	9	C	W-Th	HS	4	Own	Y	Y	Y
Virginian-Pilot	—	M	2,727	9	C	Th	HS	4	Own	Y	Y	Y
Ledger-Star	—	E	2,727	9	C	W	HS	4	Own	Y	Y	Y
Newport News Press, Times-Herald	SF	ME	2,808	9	C	W-Th	H	4	Belden	N	N	Y
News Press	SF	M	2,808	9	C	Th	H	4	Belden	N	N	Y
Times-Herald	SF	E	2,808	9	C	W	H	4	Belden	N	N	Y
Elizabeth City Daily Advance	LA	E	1,806	6	D	W-S	H	4	—	N	Y	N
Suffolk News-Herald	—	E	2,408	8	—	W	HS	3	—	Y	N	N

51. BIRMINGHAM—426,900 hslds. (0.6% of U.S.)

SMSA's in ADI: Birmingham (46), Gadsden (245)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Birmingham Post-Herald, News	NN	ME	2,772	9	C	W	HS	4	Belden	Y	N	Y
Post-Herald	NN	M	2,772	9	C	W	HS	4	Belden	Y	N	Y
News	NN	E	2,772	9	C	W	HS	4	Belden	Y	N	Y

BIRMINGHAM CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Gadsden Times	LA	E	2,709	9	—	W	H	4	—	N	N	N
Cullman Times	—	M	2,408	8	A	Th	H	4	—	N	Y	N
Other newspapers												
Jasper Daily Mountain Eagle (S)	LA	E	2,408	8	C	M-W	H	4	—	N	N	N

52. TULSA—408,800 hslds. (0.5% of U.S.)

SMSA's in ADI: Tulsa (58), Fayetteville-Springdale (186)†

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Tulsa World, Tribune	BN	ME	1,806	6	E	Th	H	4	Belden	N	N	Y
World	BN	M	1,806	6	E	Th	H	4	Belden	N	N	Y
Tribune	BN	E	1,806	6	E	Th	H	4	Belden	N	N	Y
Muskogee Phoenix & Times Democrat	GT	M	2,408	8	B	Th	H	4	Other	N	N	N
Bartlesville Examiner-Enterprise	SD	E	2,352	8	A	W	H	4	Other	N	Y	N
Fayetteville Northwest Arkansas Times	AD	E	2,408	8	—	W-S	H	4	—	N	N	N
McAlester News-Capital & Democrat	SD	E	2,352	8	—	W	HS	4	—	Y	Y	—
Springdale News	AD	E	2,352	8	B	W	S	4	—	N	N	N
Coffeyville Journal	GT	E	1,764	6	F	W	H	4	—	Y	Y	N
Okmulgee Daily Times	SD	M	2,352	8	—	Th	HS	4	Other	N	Y	N
Other newspapers												
Sapulpa Daily Herald (S)	SD	E	2,408	8	—	W	—	4	—	N	Y	N
Pryor Daily Times (S)	LA	E	2,352	8	—	W	—	3	—	N	Y	N

53. WICHITA-HUTCHINSON—400,000 hslds. (0.5% of U.S.)

SMSA's in ADI: Wichita (91)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Wichita Eagle, Beacon	KR	ME	1,872	6	E	W-Th	HS	4	Belden	Y	N	Y
Eagle	KR	M	1,872	6	E	W-Th	HS	4	Belden	Y	N	Y
Beacon	KR	E	1,872	6	E	W-Th	HS	4	Belden	Y	N	Y
Hutchinson News	SD	AD	1,806	6	E	W	H	4	—	Y	N	Y
Salina Journal	SD	E	1,806	6	F	W	H	4	Other	N	N	Y
Hays Daily News	—	E	1,764	6	—	W	H	4	—	N	Y	N
Garden City Telegram	LA	E	1,764	6	E	W	HS	4	—	Y	Y	N
Dodge City Daily Globe	—	E	1,764	6	E	W	H	4	—	Y	Y	N
Winfield Courier	LA	E	2,352	8	—	W	—	4	—	—	—	—
Other newspapers												
Newton Kansan (S)	—	E	1,806	6	—	W	HS	4	—	N	N	N
Abilene Reflector-Chronicle (S)	—	E	2,352	8	—	W	—	4	—	Y	N	N
Pratt Tribune (S)	LA	E	2,408	8	B	W	H	4	—	N	Y	N
Augusta Daily Gazette (S)	—	E	2,436	8	—	W	HS	3	—	N	Y	N
Larned Daily Tiller and Toiler (S)	—	E	2,408	8	—	W-Th-F	H	4	—	Y	—	—
Beloit Daily Call (S)	LA	E	2,352	8	—	W-Th	—	3	—	N	Y	N

54. GREENSBORO-WINSTON SALEM-HIGH POINT—398,700 hslds. (0.5% of U.S.)

SMSA's in ADI: Greensboro-Winston-Salem-High Point (50), Burlington, NC (244)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Winston-Salem Journal, Sentinel	SF	ME	2,496	8	A	W-Th	HS	4	Belden	N	N	N
Journal	SF	M	2,496	8	A	Th	HS	4	Belden	N	N	N
Sentinel	SF	E	2,496	8	A	W	HS	4	Belden	N	N	N
Greensboro News, Record	BN	ME	2,709	9	C	Th	H	4	Other	Y	N	N
News	BN	M	2,709	9	C	Th	H	4	Other	Y	N	N
Record	BN	E	2,709	9	C	Th	H	4	Other	Y	N	N
High Point Enterprise	LA-SF	E	2,408	8	B	W	H	4	Other	Y	N	Y
Burlington Times-News	LA-SF	E	2,408	8	B	W	H	4	—	N	N	N
Asheboro Courier-Tribune	LA	E	2,408	8	—	W	H	4	—	N	N	N
Lexington Dispatch	LA-SF	E	2,408	8	—	W	H	4	—	—	—	—

GREENSBORO CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Thomasville Times	LA-SF	M	2,408	8	B	Th	H	4	Other	Y	N	Y
Other newspapers												
Reidsville Review (S)	LA	E	2,464	8	—	M-W	HS	4	—	N	N	N

55. LITTLE ROCK—397,100 hslds. (0.5% of U.S.)

SMSA's in ADI: Little Rock-North Little Rock (96), Pine Bluff (262)

ABC audited newspapers												
Little Rock Arkansas Gazette	SF	M	2,424	8	A	W	H	4	—	Y	N	N
Little Rock Arkansas Democrat[1]	BN	E	2,424	8	A	W	HS	4	—	—	Y	Y
Pine Bluff Commercial	AD	E	2,520	8	A	W-Th-S	H	4	—	N	N	N
Newport Independent	LA	E	2,352	8	A	W	HS	2	—	N	Y	N
Other newspapers												
Benton Courier (S)	—	E	2,709	9	—	W	HS	4	—	N	—	N
Conway Log Cabin Democrat (S)	—	E	2,352	8	—	M-W-S	HS	4	Other	N	N	N
Camden News (S)	AD	E	2,408	8	A	M-W-Th	H	3	—	N	Y	N
Malvern Daily Record (S)	—	E	2,352	8	—	M-W-Th	H	3	Other	N	—	N
Searcy Daily Citizen (S)	LA	E	2,408	8	C	W	HS	4	Other	N	Y	N
Stuttgart Daily Leader (S)	—	E	2,352	8	—	W	HS	4	—	N	N	N

56. RICHMOND—389,000 hslds. (0.5% of U.S.)

SMSA's in ADI: Richmond (66), Petersburg-Colonia Heights-Hopewell (233)

ABC audited newspapers												
Richmond Times-Dispatch, News-Leader	SF	ME	2,400	8	A	W-Th	HS	4	Belden	Y	Y	Y
Times-Dispatch	SF	M	2,400	8	A	Th	HS	4	Belden	Y	Y	Y
News-Leader	SF	E	2,400	8	A	W	HS	4	Belden	Y	Y	Y
Charlottesville Daily Progress	LA	E	2,408	8	—	W	H	4	—	Y	Y	N
Petersburg Progress-Index	TN	E	2,709	9	B	W	H	4	—	N	Y	N
Staunton Leader	LA	E	2,352	8	A	W	H	4	—	N	Y	N
Waynesboro News-Virginian	LA	E	2,408	8	B	W.	HS	4	—	Y	Y	N
Hopewell News	GA	E	2,408	8	—	W	HS	4	—	N	Y	N
Other newspapers												
Petersburg Progress-Index (S)	TN	E	2,709	9	B	W	H	4	—	N	Y	N

57. FLINT-SAGINAW-BAY CITY—384,500 hslds. (0.5% of U.S.)

SMSA's in ADI: Flint (77), Saginaw (156), Bay City (234)

ABC audited newspapers												
Flint Journal	—	E	1,848	6	E	T-W	HS	4	MOR	Y	N	Y
Saginaw News	NN	E	1,848	6	E	T-W-Th	HS	4	MOR	Y	N	Y
Bay City Times	NN	E	1,785	6	—	—	H	4	MOR	N	N	Y
Midland Daily News	BN	E	1,848	6	E	T	—	2	—	N	N	N
Owosso Argus-Press	LA	E	2,408	8	A	T	H	4	—	N	N	N
Huron Daily Tribune	HS	E	2,408	8	—	M-T	H	4	—	N	N	N
—Detroit Free Press	KR	M	2,400	8	A	W	—	4	Scarborough	Y	—	Y
Other newspapers												
Mt. Pleasant Morning Sun (S)	—	M	2,646	9	—	—	HS	2	RMH	Y	Y	N

58. SHREVEPORT-TEXARKANA—381,600 hslds. (0.5% of U.S.)

SMSA's in ADI: Shreveport (103), Longview-Marshall (204), Texarkana (220)

ABC audited newspapers												
Shreveport Times, Journal	GT	ME	2,709	9	C	Th	H	4	Belden	N	N	Y
Times	GT	M	2,709	9	C	Th	H	4	Belden	N	N	Y
Journal	GT	E	2,709	9	C	Th	H	4	Belden	N	N	Y

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[1] Now a morning newspaper.

SHREVEPORT CONTINUED

	Rep	Edition	Lines/ Page	Ad cols	AD/S code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
Texarkana Gazette	TP	M	2,408	8	A	Th	HS	4	—	N	N	N
Longview Journal, News	CW	ME	2,408	8	—	W-S	—	4	—	N	Y	N
Journal	CW	M	2,408	8	—	W-S	—	4	—	N	Y	N
News	CW	E	2,408	8	—	W-S	—	4	—	N	Y	N
Marshall News Messenger	BN	E	2,408	8	—	W	H	4	—	—	—	—
Mt. Pleasant Tribune	—	E	2,352	8	A	W	HS	4	—	N	Y	N
Hope Star	AD	E	2,352	8	A	M-W-Th	HS	4	—	N	Y	N
Other newspapers												
Kilgore News Herald (S)	—	E	2,408	8	B	W	H	4	—	N	N	N
Minden Press-Herald (S)	—	E	2,352	8	—	Th	S		—	N	Y	N

59. TOLEDO—381,500 hslds. (0.5% of U.S.)

SMSA's in ADI: Toledo (51)†, Lima (161)†

	Rep	Edition	Lines/ Page	Ad cols	AD/S code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Toledo Blade	—	E	2,772	9	C	T	HS	4	—	N	N	Y
Findlay Courier	LA	M	1,848	6	D	T	H	3	Other	N	N	N
Adrian Telegram	TN	E	2,380	8	—	W	HS	3	—	Y	Y	—
Fremont News-Messenger	GT	E	2,408	8	C	T	H	4	—	N	N	N
Bowling Green Daily Sentinel-Tribune	AN	E	2,352	8	—	T	H	4	—	N	N	N
Tiffin Advertiser-Tribune	—	E	2,408	8	C	M-T	HS	4	Other	N	Y	N
Kenton Times	AN	E	2,408	8	A	M	H	4	—	N	N	N
Port Clinton News Herald	—	E	2,408	8	C	T-W	HS	4	—	N	N	N
Other newspapers												
Defiance Crescent-News (S)	LA	E	2,408	8	C	T	H	4	—	N	N	N
Bryan Times (S)	LA	E	1,352	8	B	M	H	4	—	N	Y	N
Napoleon Northwest-Signal (S)	LA	E	1,806	6	E	M-Th	HS	4	—	N	Y	N
Upper Sandusky Daily Chief-Union (S)	AN	E	2,408	8	—	M-T	H	4	—	N	N	N

60. KNOXVILLE—363,900 hslds. (0.5% of U.S.)

SMSA's in ADI: Knoxville (83)

	Rep	Edition	Lines/ Page	Ad cols	AD/S code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Knoxville Journal, News-Sentinel	SK	ME	2,835	9	C	M-W-Th	H	4	—	N	N	N
Journal	SK	M	2,835	9	C	M-Th	H	4	—	N	N	N
News-Sentinel	—	E	—	—	—	M-W	H	4	—	N	N	N
Maryville-Alcoa Times	LA	E	1,806	6	—	—	H	4	—	—	—	—
Morristown Citizen Tribune	LA	E	1,806	6	D	W	H	4	—	—	—	—
Oak Ridge Oak Ridger	LA	E	2,408	8	—	W	H	—	—	—	—	—
Middlesboro News	LA	E	2,408	8	A	W-Th	HS	4	—	Y	Y	—
Other newspapers												
Harlan Daily Enterprise (S)[1]	LA	E	2,408	8	—	W	HS	3	—	N	N	N

61. MOBILE-PENSACOLA—344,100 hslds. (0.5% of U.S.)

SMSA's in ADI: Mobile (93), Pensacola (137), Pascagoula-Moss Point (240)

	Rep	Edition	Lines/ Page	Ad cols	AD/S code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Mobile Register, Press	NN	ME	2,610	9	C	Th	H	4	—	Y	N	Y
Register	NN	M	2,610	9	C	Th	H	4	—	Y	N	Y
Press	NN	E	2,610	9	C	Th	H	4	—	Y	N	Y
Pensacola Journal, News	GT	ME	2,709	9	C	W	H	4	Other	N	N	N
Journal	GT	M	2,709	9	C	W	H	4	Other	N	N	N
News	GT	E	2,709	9	C	W	H	4	Other	N	N	N
Pascagoula Mississippi Press	NN	E	1,960	9	C	W	HS	4	Own	Y	N	Y
Fort Walton Beach Playground News	LA	M	2,408	8	—	M-Th	—	4	—	—	—	—

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[1] Now an ABC-audited newspaper.

Rank	ADI Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
62.	**DES MOINES**—341,000 hslds. (0.5% of U.S.)												
	SMSA's in ADI: Des Moines (106)												
	ABC audited newspapers												
	Des Moines Register, Tribune	CW	ME	1,878	6	F	W-Th	H	4	Belden	Y	N	Y
	Register	CW	M	1,878	6	F	Th	H	4	Belden	Y	N	Y
	Tribune	CW	E	1,878	6	F	W	H	4	Belden	Y	N	Y
	Fort Dodge Messenger	LA	E	1,801	6	F	W	HS	4	—	N	N	N
	Ottumwa Courier	BN	E	2,408	8	B	T	H	2	—	N	N	N
	Marshalltown Times-Republican	ID	E	1,848	6	—	T-W	H	2	—	N	N	N
	Ames Daily Tribune	ID	E	2,709	9	B	W	H	4	—	N	Y	N
	Webster City Freeman-Journal	LA	E	1,806	6	—	W	HS	4	—	N	Y	N
	Other newspapers												
	Newton Daily News (S)	—	E	2,408	8	—	W	HS	4	—	N	Y	N
	Carroll Daily Times Herald (S)	ID	E	2,352	8	—	W	H	3	—	N	N	N
	Perry Daily Chief (S)	ID	E	1,764	6	D	T	H	4	—	N	Y	N
63.	**SYRACUSE**—340,911 hslds. (0.5% of U.S.)												
	SMSA's in ADI: Syracuse (61), Utica-Rome (114)†												
	ABC audited newspapers												
	Syracuse Post Standard, Herald-Journal	NN	ME	2,729	9	C	T-W	HS	4	Belden	N	N	N
	Post Standard	NN	M	2,729	9	C	T-W	HS	4	Belden	N	N	N
	Herald-Journal	NN	E	2,729	9	C	T-W	HS	4	Belden	N	N	N
	Ithaca Journal	GT	E	1,800	6	F	T	H	4	—	N	N	N
	Auburn Citizen	LA	E	2,408	8	C	T	H	4	—	Y	Y	N
	Oswego Palladium-Times	TN	E	2,408	8	B	T	H	4	—	N	Y	N
	—Utica Observer-Dispatch	GT	E	2,709	9	C	T	H	4	—	Y	Y	Y
	Other newspapers												
	Cortland Standard (S)	LA	E	6,471	8	A	T	H	3	—	Y	Y	N
	Oneida Daily Dispatch (S)	LA	E	2,408	8	—	T	H	3	—	N	Y	N
64.	**ROANOKE-LYNCHBURG**—326,800 hslds. (0.4% of U.S.)												
	SMSA's in ADI: Roanoke (152), Lynchburg (198)												
	ABC audited newspapers												
	Roanoke Times & World-News	BN	ME	2,709	9	—	Th	H	4	Other	Y	—	N
	Times & World-News	BN	M	2,709	9	—	Th	H	4	Other	Y	—	N
	Times & World-News	BN	E	2,709	9	—	Th	H	4	Other	Y	—	N
	Lynchburg News, Advance	LA	ME	2,408	8	—	W-Th	HS	4	—	Y	Y	N
	News	LA	M	2,408	8	—	Th	HS	4	—	Y	Y	N
	Advance	LA	E	2,408	8	—	W	HS	4	—	Y	Y	N
	Danville Register, Bee	LA	ME	1,806	6	—	W-Th	H	4	—	Y	Y	N
	Register	LA	M	1,806	6	—	Th	H	4	—	Y	Y	N
	Bee	LA	E	1,806	6	—	W	H	4	—	Y	Y	N
	Martinsville Bulletin	LA	E	2,408	8	A	W	H	4	—	N	N	N
	Covington Virginian	LA	E	2,352	8	—	W	HS	3	Other	N	Y	N
65.	**OMAHA**—321,500 hslds. (0.4% of U.S.)												
	SMSA's in ADI: Omaha (68)												
	ABC audited newspapers												
	Omaha World-Herald	CW	ME	2,408	8	A	W	HS	4	Other	N	N	Y
	World-Herald	CW	M	2,408	8	A	W	HS	4	Other	N	N	Y
	World-Herald	CW	E	2,408	8	A	W	HS	4	Other	N	N	Y
	Council Bluffs Daily Nonpareil	TN	E	2,408	8	—	W	H	4	—	N	Y	N
	Fremont Tribune	GT	E	1,830	6	F	T-W	H	4	—	N	N	N
	Nebraska City News Press	BN	E	2,408	8	—	T	—	3	—	N	Y	N

OMAHA CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
Other newspapers												
Atlantic News-Telegraph (S)	—	E	2,752	8	—	W	H	4	—	N	Y	N
Shenandoah Evening Sentinel (S)	ID	E	1,764	6	—	W	H	4	—	N	Y	N

66. FRESNO—319,600 hslds. (0.4% of U.S.)

SMSA's in ADI: Fresno (82)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Fresno Bee	CW	M	2,700	9	C	W	H	4	Own	Y	Y	Y
Merced Sun-Star	—	E	1,764	6	E	W	HS	4	—	N	Y	N
Visalia Times-Delta	GT	E	2,408	8	C	W	HS	4	—	N	Y	N
Hanford Sentinel	—	E	2,408	8	—	W	HS	4	—	—	Y	N
Tulare Advance-Register	BN	E	2,408	8	C	W	H	4	—	N	Y	N
Madera Tribune	—	E	2,246	8	—	T	HS	4	—	Y	Y	N

67. GREEN BAY—319,000 hslds. (0.4% of U.S.)

SMSA's in ADI: Appleton-Oshkosh (136), Green Bay (191)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Green Bay Press-Gazette	SF	E	2,464	8	A	W	HS	4	Copley	N	N	N
Appleton Post-Crescent	CW	E	1,848	6	F	M-T	H	4	Other	N	Y	Y
Oshkosh Northwestern	—	E	2,464	8	B	T	H	4	—	N	N	N
Fond du Lac Reporter	TN	E	2,408	8	A	T	H	4	Own	Y	Y	N
Manitowoc Herald-Times-Reporter	TN	E	2,408	8	C	W	H	4	—	N	Y	N
Marinette Eagle-Star	LA	E	2,408	8	—	M-T	H	4	—	—	—	—
Escanaba Daily Press	LA	E	2,408	8	—	—	H	4	Other	N	—	N
Menominee Herald Leader	—	E	2,408	8	—	T	—	3	—	Y	Y	Y
—Milwaukee Sentinel	MN	M	2,700	9	C	Th	H	4	3 Sigma	Y	—	Y

68. JACKSONVILLE—318,800 hslds. (0.4% of U.S.)

SMSA's in ADI: Jacksonville (55)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Jacksonville Florida Times-Union, Journal	BN-PF	ME	2,408	8	B	W-Th	HS	4	Belden	Y	Y	N
Florida Times-Union	BN-PF	M	2,408	8	B	Th	HS	4	Belden	Y	Y	N
Journal	BN-PF	E	2,408	8	B	W	HS	4	Belden	Y	Y	N
Palatka News	BN-PF	E	2,408	8	A	W	H	1	—	—	—	—
St. Augustine Record	—	E	2,408	8	C	W	HS	4	—	N	N	N
Lake City Reporter	PF	E	2,408	8	A	W	HS	3	—	N	N	N
Other newspapers												
Brunswick News (S)	—	E	2,408	8	A	T	H	4	—	N	N	N
Orange Park Clay Today (S)	—	E	2,408	8	—	W-Th	H	4	—	N	Y	N

69. ROCHESTER, NY—315,400 hslds. (0.4% of U.S.)

SMSA's in ADI: Rochester, NY (39)†

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Rochester Democrat & Chronicle, Times-Union	GT	ME	2,700	9	C	T-W	HS	4	Belden	Y	N	N
Democrat & Chronicle	GT	M	2,700	9	C	W	HS	4	Belden	Y	N	N
Times-Union	GT	E	2,700	9	C	T	HS	4	Belden	Y	N	N
Geneva Finger Lakes Times	—	E	1,764	6	E	T	—	2	—	N	Y	N
Other newspapers												
Canandaigua Daily Messenger (S)	LA	E	2,408	8	A	T	HS	4	—	N	Y	N

70. CEDAR RAPIDS-WATERLOO—299,200 hslds. (0.4% of U.S.)

SMSA's in ADI: Cedar Rapids (181), Waterloo-Cedar Falls (213), Dubuque (259)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Cedar Rapids Gazette	BN	E	2,709	9	C	T-W	H	4	—	Y	Y	N

CEDAR RAPIDS CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
Waterloo Courier	SK	E	2,772	9	B	T	H	4	—	Y	Y	Y
Dubuque Telegraph-Herald	BN	E	2,436	8	B	—	H	4	Own	N	Y	N
Iowa City Press-Citizen	GT-ID	E	1,785	6	E	W	H	4	—	Y	N	N
—Des Moines Register	CW	M	1,878	6	F	Th	H	4	Belden	Y	N	Y
Other newspapers												
Iowa City Daily Iowan (S)	—	M	2,352	8	—	Th	H	4	—	N	N	N
Oelwein Daily Register (S)	TN	E	2,436	8	—	W	HS	4	—	Y	Y	N
Washington Evening Journal (S)	—	E	2,352	8	—	T	H	4	—	N	Y	N
Cedar Falls Record (S)	SK	M	2,408	8	B	W	H	4	—	N	N	Y
71. SPOKANE—294,100 hslds. (0.4% of U.S.) SMSA's in ADI: Spokane (110)												
ABC audited newspapers												
Spokane Spokesman-Review, Chronicle	CW	ME	2,380	8	B	W	H	4	GMA	N	N	Y
Spokesman-Review	CW	M	2,380	8	B	W	H	4	GMA	N	N	Y
Chronicle	CW	E	2,380	8	B	W	H	4	GMA	N	N	Y
Wenatchee World	BN	E	2,408	8	B	W-S	H	4	—	N	N	N
La Grande Observer	BN	E	1,764	6	D	W	H	4	—	N	N	N
Moscow Idahonian	BN	E	1,806	6	—	W	HS	4	Other	Y	Y	N
Other newspapers												
Lewiston-Clarkston Tribune (S)	BN	M	2,352	8	B	W	H	4	—	Y	Y	Y
Kellogg Evening News (S)	—	E	2,352	8	A	W	H	3	—	N	Y	N
Sandpoint Daily Bee (S)[1]	—	E	2,352	6	—	W	HS	4	—	N	N	—
72. JOHNSTOWN-ALTOONA—291,100 hslds. (0.4% of U.S.) SMSA's in ADI: Johnstown (135), Altoona (205)												
ABC audited newspapers												
Johnstown Tribune-Democrat	—	M	2,408	8	B	W	H	4	—	N	Y	N
Altoona Mirror	—	E	2,352	8	A	M-W	H	4	—	N	N	N
Somerset Daily American	LA	M	2,408	8	B	M-W	HS	4	—	N	Y	N
Other newspapers												
Lewiston Sentinel (S)	—	E	2,408	8	C	W	HS	4	—	N	Y	N
DuBois Courier-Express (S)	LA	E	2,408	8	—	W	H	4	—	N	N	N
Huntingdon Daily News (S)	LA	E	2,352	8	B	W	H	4	Other	N	N	N
Bedford Gazette (S)	LA	M	2,408	8	A	M-W	H	4	—	N	Y	N
Punxsutawney Spirit (S)	LA	M	1,764	6	—	W	—	4	—	N	Y	N
Ridgway Record (S)	LA	E	1,806	6	—	T	H	2	—	N	Y	N
73. SPRINGFIELD-DECATUR-CHAMPAIGN—291,000 hslds. (0.4% of U.S.) SMSA's in ADI: Springfield, IL (163), Champaign-Urbana-Rantoul (194), Decatur (207)												
ABC audited newspapers												
Springfield State Journal-Register	BN	ME	2,400	8	A	W	—	4	—	N	N	N
State Journal-Register	BN	M	2,400	8	A	W	—	4	—	N	N	N
State Journal-Register	BN	E	2,400	8	A	W	—	4	—	N	N	N
Decatur Herald, Review	BN	ME	1,764	6	E	W	H	4	—	N	N	N
Herald	BN	M	1,764	6	E	W	H	4	—	N	N	N
Review	BN	E	1,764	6	E	W	H	4	—	N	N	N
Champaign-Urbana News-Gazette	TP	E	2,408	8	A	W	H	4	Own	N	Y	N
Danville Commercial-News	GT	E	2,799	9	—	W	HS	4	—	Y	N	Y
Mattoon Journal Gazette	LA	E	2,408	8	—	W	HS	4	—	N	N	N
Jacksonville Journal, Courier	—	ME	2,709	9	C	W	HS	4	—	Y	N	N
Journal	—	M	2,709	9	C	W	HS	4	—	Y	N	N
Courier	—	E	2,709	9	C	W	HS	4	—	Y	N	N
Taylorville Breeze-Courier	LA	E	2,352	8	—	M-W	H	3	—	—	—	—
Charleston Times Courier	LA	M	2,408	8	—	W	HS	4	—	N	N	N

[1] ABC audit pending.

SPRINGFIELD, IL CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Other newspapers												
Shelbyville Daily Union (S)	—	E	2,016	8	A	W	HS	2	—	N	Y	N
Hoopeston Chronicle (S)	LA	E	—	8	C	T	HS	4	—	N	Y	N

74. PADUCAH-CAPE GIRARDEAU-HARRISBURG—287,700 hslds. (0.4% of U.S.)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Paducah Sun	BN	E	2,384	8	A	W-Th	—	4	—	N	N	N
Carbondale Southern Illinoisan	BN	E	1,764	6	E	W	H	2	—	Y	Y	N
Cape Girardeau SE Missourian	BN	E	2,709	9	—	W	HS	4	—	Y	Y	—
Poplar Bluff American Republic	LA	E	2,709	9	—	T-W	HS	3	—	Y	Y	—
Sikeston Daily Standard	LA	E	2,436	8	—	W	HS	4	—	N	Y	N
Other newspapers												
Murray Ledger & Times (S)	LA	E	2,408	8	B	W-Th	HS	4	—	Y	Y	Y
West Frankfort Daily American (S)	—	E	1,806	6	—	T	HS	2	—	N	Y	N
Fulton Daily Leader (S)	LA	E	2,408	8	—	W	—	—	—	N	Y	N

75. DAVENPORT-ROCK ISLAND-MOLINE—283,200 hslds. (0.4% of U.S.)

SMSA's in ADI: Davenport-Rock Island-Moline (98)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Quad-City Times	BN	AD	2,408	8	C	W	HS	4	Magid	N	N	N
Moline Dispatch	BN	E	2,408	8	B	—	H	4	—	Y	N	Y
Rock Island Argus	BN	E	2,408	8	B	W	HS	4	—	N	N	Y
Clinton Herald	BN	E	1,806	6	F	W	—	4	—	N	N	N
Burlington Hawk Eye	SD	E	1,806	6	D	W	H	4	—	Y	Y	N
Sterling Gazette	LA	E	2,352	8	A	W	H	4	—	N	Y	N
Muscatine Journal	BN-ID	E	2,408	8	C	T	H	4	Magid	Y	Y	N
Kewanee Star-Courier	BN	E	2,408	8	B	W	HS	4	—	Y	Y	—
Monmouth Review Atlas	—	E	2,709	9	—	W	—	4	—	N	Y	N
—Des Moines Register	CW	M	1,878	6	F	Th	H	4	Belden	Y	N	Y
Other newspapers												
Galesburg Register-Mail (S)	LA	E	2,709	9	B	W	H	4	—	N	N	N

76. CHATTANOOGA—279,800 hslds. (0.4% of U.S.)

SMSA's in ADI: Chattanooga (90)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Chattanooga News-Free Press	LA	E	2,400	8	—	W	H	4	—	Y	N	N
Chattanooga Times	BN	M	2,408	8	A	W-Th	HS	4	—	N	Y	Y
Cleveland Daily Banner	LA	E	2,408	8	B	W	H	4	—	N	Y	N
Dalton Daily Citizen-News	—	E	2,408	8	—	W	HS	4	—	N	Y	N
Other newspapers												
Athens Daily Post-Athenian (S)	LA	E	1,806	6	—	W	—	4	—	N	N	N

77. SOUTH BEND-ELKHART—279,300 hslds. (0.4% of U.S.)

SMSA's in ADI: South Bend (128), Elkhart (211)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
South Bend Tribune	SK	E	1,848	6	F	W	H	4	Belden	N	Y	Y
Benton Harbor Herald-Palladium	LA	E	2,408	8	C	M-W	H	4	—	N	N	N
Elkhart Truth	BN	E	2,408	8	B	W	H	4	Other	N	N	N
Goshen News	—	E	2,408	8	A	T	HS	4	—	N	N	N
Warsaw Times-Union	—	E	1,764	6	E	W	H	4	—	N	N	N
Other newspapers												
Sturgis Daily Journal (S)	—	E	2,352	8	B	M	H	4	Other	N	Y	N

SOUTH BEND CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Niles Daily Star (S)	—	E	2,352	8	—	W-Th-F	—	4	—	Y	Y	Y
Rochester Sentinel (S)	—	E	1,806	6	—	M	H	4	—	N	N	N
78. PORTLAND-POLAND SPRING—276,500 hslds. (0.4% of U.S.) SMSA's in ADI: Portland, ME (148), Lewiston-Auburn (247)												
ABC audited newspapers												
Portland Press Herald, Express	LA	ME	2,408	8	A	T	HS	4	—	N	N	N
Press Herald	LA	M	2,408	8	A	T	HS	4	—	N	N	N
Express	LA	E	2,408	8	A	T	HS	4	—	N	N	N
Lewiston Sun, Journal	LA	ME	2,709	9	—	T-W-Th	H	4	—	N	N	N
Sun	LA	M	2,709	9	—	T-W-Th	H	4	—	N	N	N
Journal	LA	E	2,709	9	—	T-W-Th	H	4	—	N	N	N
Augusta Kennebec Journal	LA	M	2,408	8	B	M-W	HS	4	—	N	N	N
Central Maine Morning Sentinel	LA	M	2,408	8	B	M-W	H	3	—	Y	—	N
Brunswick Times Record	LA	E	1,806	6	D	M-T	H	4	—	Y	N	N
Laconia Evening Citizen	LA	E	[illegible]	9	—	M-T-W	H	2	—	Y	Y	N
Claremont Eagle Times	LA	E	2,352	8	—	M	HS	2	—	Y	N	N
Other newspapers												
Biddeford Journal Tribune (S)[1]	LA	E	2,408	8	A	M-T	HS	4	—	Y	N	Y
79. ALBUQUERQUE—275,130 hslds. (0.4% of U.S.) SMSA's in ADI: Albuquerque (97)												
ABC audited newspapers												
Albuquerque Journal, Tribune	BN-SK	ME	2,408	8	B	M-T-Th	H	4	—	N	N	N
Journal	BN-SK	M	2,408	8	B	M-T-Th	H	4	—	N	N	N
Tribune	BN-SK	E	2,408	8	B	M-Th	H	4	—	N	N	N
Santa Fe New Mexican	GT	E	2,408	8	C	M-Th	H	4	—	N	N	N
Gallup Independent	BN	E	2,709	9	A	Th	HS	4	—	Y	N	N
Durango Herald	BN	E	1,764	6	F	W	H	4	—	Y	Y	—
Other newspapers												
Grants Daily Beacon (S)	—	E	2,408	8	B	M-Th	HS	4	—	N	N	N
Las Vegas Daily Optic (S)	TP	E	1,806	6	—	M-Th	H	2	—	N	—	N
Raton Daily Range (S)	LA	E	2,408	8	—	W	HS	3	—	N	Y	N
80. YOUNGSTOWN—262,700 hslds. (0.3% of U.S.) SMSA's in ADI: Youngstown-Warren (74)												
ABC audited newspapers												
Youngstown Vindicator	SK	E	2,520	8	B	W	H	4	—	N	N	N
Warren Tribune Chronicle	LA	E	2,464	8	A	W	H	4	MOR	Y	N	N
Sharon Herald	BN	E	2,464	8	—	W	HS	4	—	—	—	—
East Liverpool Review	TN	E	2,352	8	B	W	H	4	—	N	Y	N
Salem News	TN	E	2,408	8	B	W	H	4	—	N	Y	N
Niles Daily Times	AN-OS	E	2,408	8	—	W	HS	4	—	N	N	N
81. SPRINGFIELD, MO—251,800 hslds. (0.3% of U.S.) SMSA's in ADI: Springfield, MO (158)												
ABC audited newspapers												
Springfield News, Leader & Press	GT	ME	2,408	8	A	W	H	4	—	Y	N	N
News	GT	M	2,408	8	A	W	H	4	—	Y	N	N
Leader & Press	GT	E	2,408	8	A	W	H	4	—	Y	N	N
Other newspapers												
West Plains Daily Quill (S)	MP	E	2,352	8	A	W	H	4	—	N	—	N
Aurora Advertiser (S)	MP	E	2,296	8	—	W	HS	3	—	N	Y	N

[1] ABC since February, 1980.

Rank	ADI Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
82.	**WEST PALM BEACH—251,200 hslds. (0.3% of U.S.)** SMSA's in ADI: West Palm Beach-Boca Raton (70)												
	ABC audited newspapers												
	West Palm Beach Post, Times	SF-PF	ME	1,890	6	F	Th	H	4	MOR	Y	N	Y
	Post	SF-PF	M	1,890	6	F	Th	H	4	MOR	Y	N	Y
	Times	SF-PF	E	1,890	6	F	Th	H	4	MOR	Y	N	Y
	Fort Pierce News Tribune	LA	E	2,408	8	A	W	H	4	Barbour	N	Y	N
	Boca Raton News	US-KR	E	2,408	8	B	W-S	HS	4	—	Y	Y	—
	Stuart News	SK	E	2,709	9	—	W	HS	4	—	N	Y	Y
	—Miami Herald	KR-PF	M	1,890	6	F	Th	HS	4	3 Sigma	Y	Y	Y
	Other newspapers												
	Palm Beach Daily News (S)[1]	SF	M	1,806	6	F	Th	HS	4	Own	N	N	N
83.	**JACKSON, MS—249,300 hslds. (0.3% of U.S.)** SMSA's in ADI: Jackson, MS (125)												
	ABC audited newspapers												
	Jackson Clarion-Ledger, News	LA	ME	2,408	8	C	Th	H	4	MOR	Y	Y	N
	Clarion-Ledger	LA	M	2,408	8	C	Th	H	4	MOR	Y	Y	N
	News	LA	E	2,408	8	C	Th	H	4	MOR	Y	Y	N
	Vicksburg Post	BN	E	2,352	8	A	W	HS	4	—	Y	Y	—
	McComb Enterprise-Journal	MM	E	1,860	6	—	W-Th	H	4	—	Y	N	N
	Other newspapers												
	Brookhaven Daily Leader (S)	MM	E	2,408	8	B	W	HS	4	—	N	N	N
	Yazoo Daily Herald (S)	MM	E	2,408	8	—	W	—	4	—	N	Y	N
84.	**BRISTOL-KINGSPORT-JOHNSON CITY—248,400 hslds. (0.3% of U.S.)** SMSA's in ADI: Johnson City-Kingsport-Bristol (88)												
	ABC audited newspapers												
	Kingsport News, Times	—	ME	2,520	8	A	W-Th-S	H	4	—	Y	N	N
	News	—	M	2,520	8	A	W-Th-S	H	4	—	Y	N	N
	Times	—	E	2,520	8	A	W-Th-S	H	4	—	Y	N	N
	Bristol Herald-Courier, Virginia-Tennessean	BN	ME	2,408	8	A	Th	HS	4	—	Y	Y	—
	Herald-Courier	BN	M	2,408	8	A	Th	HS	4	—	Y	Y	—
	Virginia-Tennessean	BN	E	2,408	8	A	Th	HS	4	—	Y	Y	—
	Johnson City Press-Chronicle	BN	ME	2,408	8	A	W-Th	H	4	—	N	N	N
	Press-Chronicle	BN	M	2,408	8	A	Th	H	4	—	N	N	N
	Press-Chronicle	BN	E	2,408	8	A	W	H	4	—	N	N	N
	Other newspapers												
	Greeneville Sun (S)	LA	E	2,677	9	—	W	H	4	—	N	N	N
	Elizabethton Star (S)	GA	E	2,408	8	A	W	HS	4	—	N	Y	N
85.	**LINCOLN-HASTINGS-KEARNEY—243,100 hslds. (0.3% of U.S.)** SMSA's in ADI: Lincoln (169)												
	ABC audited newspapers												
	Lincoln Star, Journal	SF	ME	2,408	8	A	W	HS	4	—	Y	N	Y
	Star	SF	M	2,408	8	A	W	HS	4	—	Y	N	Y
	Journal	SF	E	2,408	8	A	W	HS	4	—	Y	N	Y
	Grand Island Independent	BN	E	1,806	6	E	W	HS	4	—	Y	Y	N
	Hastings Tribune	BN	E	1,764	6	—	W	HS	4	—	Y	Y	—
	Kearney Daily Hub	BN	E	2,352	8	—	T-W	H	4	—	N	Y	N
	Beatrice Daily Sun	BN	E	1,806	6	E	W	H	4	—	Y	Y	N
	Columbus Telegram	BN	E	2,408	8	A	W	H	4	—	N	N	N
	McCook Daily Gazette	BN	E	2,408	8	—	T-W	HS	4	Other	N	Y	N
	Holdrege Daily Citizen	BN	E	1,764	6	D	W	HS	4	—	N	Y	N

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[1] Published daily October through May. Published Thursday and Sunday only from June through September.

LINCOLN CONTINUED

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
—Omaha World-Herald	CW	M	2,408	8	A	W	HS	4	Other	N	N	Y
Other newspapers												
York News-Times (S)	BN	E	1,764	6	D	T	H	3	—	N	N	N

86. SPRINGFIELD, MA—225,500 hslds. (0.3% of U.S.)

SMSA's in ADI: Springfield-Chicopee-Holyoke (69)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Springfield Union, News	NN	ME	2,727	9	C	W	HS	4	—	N	N	N
Union	NN	M	2,727	9	C	W	HS	4	—	N	N	N
News	NN	E	2,727	9	C	W	HS	4	—	N	N	N
Holyoke Transcript-Telegram	LA	E	2,408	8	A	W	HS	4	MOR	Y	Y	Y
Northampton Hampshire Gazette	LA	E	2,408	8	A	W	—	2	MOR	N	Y	N
Greenfield Recorder	LA	E	2,400	8	A	W	H	4	—	N	N	N
Other newspapers												
Lebanon Daily Record (S)	MP	E	2,352	8	—	W	HS	4	—	N	N	N

87. EVANSVILLE—223,900 hslds. (0.3% of U.S.)

SMSA's in ADI: Evansville (121), Owensboro (263)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Evansville Courier, Press	SK	ME	2,835	9	C	W	HS	4	—	Y	Y	Y
Courier	SK	M	2,835	9	C	W	HS	4	—	Y	Y	Y
Press	SK	E	2,835	9	C	W	HS	4	—	Y	Y	Y
Owensboro Messenger-Inquirer	SK	M	2,352	8	A	W-Th	H	4	—	N	Y	N
Henderson Gleaner	SK	M	1,806	6	E	Th-S	H	4	Other	N	Y	N
Princeton Daily Clarion	—	E	2,352	8	—	M-Th	H	4	—	Y	Y	N
Other newspapers												
Madisonville Messenger (S)[1]	LA	E	2,408	8	A	W	H	4	—	Y	Y	N

88. LEXINGTON—220,200 hslds. (0.3% of U.S.)

SMSA's in ADI: Lexington-Fayette (120)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Lexington Herald, Leader	KR	ME	2,646	9	C	W	H	4	3 Sigma	Y	Y	Y
Herald	KR	M	2,646	9	C	W	H	4	3 Sigma	Y	Y	Y
Leader	KR	E	2,646	9	C	W	H	4	3 Sigma	Y	Y	Y
Danville Advocate-Messenger	LA	E	2,352	8	B	W-S	H	4	—	N	Y	N
—Louisville Courier-Journal	—	M	1,800	6	—	W	HS	3	Belden	Y	Y	N
Other newspapers												
Somerset Commonwealth-Journal (S)	—	E	2,408	8	—	M-W	H	4	—	N	Y	N
Winchester Sun (S)	LA	E	1,806	6	—	M-W	HS	4	—	Y	N	N

89. PEORIA—213,900 hslds. (0.3% of U.S.)

SMSA's in ADI: Peoria (100), Bloomington-Normal (225)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Peoria Journal Star	CW	AD	2,408	8	A	W	HS	4	Belden	N	N	Y
Bloomington Pantagraph	LA	AD	1,788	6	E	W	H	4	—	N	N	N
Pekin Times	BN	E	2,646	9	A	W	HS	4	—	Y	Y	—
Canton Ledger	—	E	2,408	8	—	T-W	H	4	—	[illegible]	Y	N
Lincoln Courier	—	E	2,352	8	—	W	H	2	—	N	Y	N

90. BURLINGTON-PLATTSBURGH—209,000 hslds. (0.3% of U.S.)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Burlington Free Press	GT	M	1,806	6	F	T	—	4	—	Y	N	Y
Plattsburgh Press-Republican	BN	M	1,800	6	E	T	—	3	—	Y	—	—

[1] Now ABC-audited.

BURLINGTON CONTINUED

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
Rutland Herald	LA	M	2,376	8	A	M	HS	4	—	Y	Y	N
Barre-Montpelier Times-Argus	LA	E	2,378	8	A	W	H	4	—	N	N	N
West Lebanon Valley News	LA	E	2,352	8	—	M-W	H	3	—	Y	—	N
St. Johnsbury Caledonian-Record	LA	E	2,352	8	—	M	H	2	—	N	N	N
Newport Daily Express	LA	E	2,352	8	—	T	H	3	—	N	Y	N
Other newspapers												
Adirondack Daily Enterprise (S)	LA	E	2,352	8	—	M-W	HS	3	—	N	Y	N
St. Albans Daily Messenger (S)	—	E	2,360	8	—	M-W	HS	3	Other	Y	Y	N

91. TUCSON—207,570 hslds. (0.3% of U.S.)

SMSA's in ADI: Tucson (78)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Tucson Citizen, Star	GT	ME	2,709	9	C	W	H	4	—	N	N	N
Star	GT	M	2,709	9	C	W	H	4	—	N	N	N
Citizen	GT	E	2,709	9	C	W	H	4	—	N	N	N

92. AUSTIN, TX—204,900 hslds. (0.3% of U.S.)

SMSA's in ADI: Austin (76)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Austin American Statesman	CW	ME	2,709	9	—	Th	HS	4	—	N	Y	N
American-Statesman	CW	M	2,709	9	—	Th	HS	4	—	N	Y	N
American-Statesman	CW	E	2,709	9	—	Th	HS	4	—	N	Y	N
Taylor Press	TP	E	2,408	8	—	W	HS	4	—	Y	Y	—
San Marcos Daily Record	—	E	1,855	8	—	W-S	—	4	—	—	—	N
Other newspapers												
Austin Citizen (S)	—	E	2,400	8	C	W	H	4	Own	N	N	Y

93. SIOUX FALLS-MITCHELL—201,800 hslds. (0.3% of U.S.)

SMSA's in ADI: Sioux Falls (243)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Sioux Falls Argus Leader[1]	GT	E	1,806	6	F	W	HS	4	Other	Y	Y	N
Aberdeen American News	KR	E	2,408	8	C	—	HS	4	—	Y	Y	—
Watertown Public Opinion	BN	E	2,408	8	A	M	H	4	—	N	N	N
Mitchell Daily Republic	TN	E	2,408	8	—	W	H	4	—	N	Y	N
Huron Daily Plainsman	BN	E	2,408	8	B	W	HS	4	Other	N	N	N
Other newspapers												
Worthington Daily Globe (S)	—	E	1,806	6	—	T	H	4	—	N	N	N
Yankton Daily Press & Dakotan (S)	LA	E	1,806	6	—	W	HS	4	Other	N	Y	N
Pierre Daily Capital Journal (S)	—	E	2,408	8	—	F	HS	4	—	N	Y	N
Madison Daily Leader (S)	AN	E	1,764	6	C	M-T	H	4	—	N	N	N

94. GREENVILLE-NEW BERN-WASHINGTON—200,600 hslds. (0.3% of U.S.)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Jacksonville Daily News	LA	E	2,408	8	—	W	—	4	Other	Y	Y	N
New Bern Sun-Journal	LA	E	2,408	8	A	W	H	4	—	N	Y	N
Greenville Reflector	GA	E	2,408	8	A	W	H	4	—	N	Y	N
Kinston Free Press	LA	E	2,408	8	—	W	H	4	—	Y	Y	N
Washington News	LA	E	2,408	8	—	W-Sa	HS	—	—	Y	Y	—
Roanoke Rapids Daily Herald	—	E	2,408	8	B	W	H	4	—	N	Y	N
—Raleigh News and Observer	BN	M	2,520	8	B	Th	H	4	Belden	Y	N	Y

95. COLUMBIA, SC—197,900 hslds. (0.3% of U.S.)

SMSA's in ADI: Columbia, SC (109)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Columbia State, Record	SK	ME	2,408	8	B	W	H	4	Other	N	N	N

[1] Now a morning newspaper.

COLUMBIA, SC CONTINUED

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	HiFi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
State	SK	M	2,408	8	B	W	H	4	Other	N	N	N
Record	SK	E	2,408	8	B	W	H	4	Other	N	N	N
Sumter Item	LA	E	2,408	8	A	W	—	4	—	—	—	—
Orangeburg Times & Democrat	LA	M	1,764	6	F	W	—	4	—	—	—	—
Camden Chronicle	LA	E	2,408	8	—	W	HS	4	—	N	N	N

96. FORT WAYNE—196,900 hslds. (0.3% of U.S.)

SMSA's in ADI: Fort Wayne (101), Lima (161)†

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	HiFi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Fort Wayne Journal-Gazette, News-Sentinel	BN	ME	2,790	9	C	T-W	HS	4	Other	Y	N	N
Journal-Gazette	BN	M	2,790	9	C	W	HS	4	Other	Y	N	N
News-Sentinel	BN	E	2,790	9	C	T	HS	4	Other	Y	N	N
Other newspapers												
Wabash Plain Dealer (S)	LA	E	2,646	9	C	M-W	H	4	—	Y	Y	N
Auburn Evening Star (S)	—	E	2,408	8	—	M	H	4	—	N	—	N
Decatur Daily Democrat (S)	AN	E	2,408	8	—	W	—	4	—	N	N	N

97. LANSING—194,100 hslds. (0.3% of U.S.)

SMSA's in ADI: Lansing-East Lansing (87)†, Jackson, MI (200)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	HiFi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Lansing State Journal	GT	E	2,808	9	C	Th	HS	4	—	N	N	Y
Jackson Citizen Patriot	NN	E	1,848	6	E	M-T-W	H	4	MOR	N	Y	Y
—Detroit Free Press	KR	M	2,400	8	A	W	—	4	Scarborough	Y	—	Y
Other newspapers												
Hillsdale Daily News (S)	—	E	1,764	6	—	T	HS	4	—	Y	Y	N

98. BATON ROUGE—193,800 hslds. (0.3% of U.S.)

SMSA's in ADI: Baton Rouge (92)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	HiFi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Baton Rouge Advocate, State-Times	BN	ME	1,788	6	E	Th	H	4	Other	N	N	—
Advocate	BN	M	1,788	6	E	Th	H	4	Other	N	N	—
State-Times	BN	E	1,788	6	E	Th	H	4	Other	N	N	—
Other newspapers												
Morgan City Daily Review (S)	MM	E	1,800	6	F	W-Th	H	3	—	N	N	N

99. HUNTSVILLE-DECATUR-FLORENCE—193,500 hslds. (0.3% of U.S.)

SMSA's in ADI: Huntsville (129), Florence (222)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	HiFi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Huntsville News, Times	NN	ME	2,722	9	C	W	HS	4	—	N	Y	N
News	NN	M	2,722	9	C	W	HS	4	—	N	Y	N
Times	NN	E	2,722	9	C	W	HS	4	—	N	Y	N
Florence Times-Tri-Cities Daily	LA	E	2,709	9	—	W	H	4	Other	Y	Y	N
Decatur Daily	LA	E	2,709	9	C	W	HS	4	Belden	N	N	N
Other newspapers												
Athens News Courier (S)	—	M	2,408	8	—	W-S	H	4	—	N	Y	N

100. WACO-TEMPLE—187,400 hslds. (0.2% of U.S.)

SMSA's in ADI: Killeen-Temple (167), Waco (183), Bryan-College Station (264)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	HiFi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Waco Tribune-Herald	CW	ME	2,709	9	C	M-Th	HS	4	Belden	N	N	Y
Tribune-Herald	CW	M	2,709	9	C	M-Th	HS	4	Belden	N	N	Y
Tribune-Herald	CW	E	2,709	9	C	M-Th	HS	4	Belden	N	N	Y
Temple Daily Telegram	TP	M	2,646	9	D	M-Th	H	4	—	N	N	N
Killeen Daily Herald	TP	E	2,352	8	A	M-W-Th	H	4	—	N	N	N
Other newspapers												
Bryan Eagle (S)	BN	E	2,408	8	—	W-S	HS	4	—	N	Y	Y
Marlin Daily Democrat (S)	—	E	2,352	8	A	M-W	H	4	—	Y	Y	N

SUNDAY CIRCULATION IN 100 ADI'S

1. NEW YORK—6,495,500 hslds. (8.6% of U.S.)

SMSA's in ADI: New York (1), Nassau-Suffolk (11), Newark, NJ (16), Bridgeport-Stamford-Norwalk-Danbury (48), Jersey City (65), New Brunswick-Perth Amboy-Sayreville (71), Long Branch-Asbury Park (80), Paterson-Clifton-Passaic (84), Poughkeepsie (155)

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	Newsplan	Supp	Comic section	Group number
	ABC audited newspapers										
	New York Sunday News	NY-WA-CW	2,610,917	2,199,352	33.9	33.9	14.14	2	M-O	M	—
	New York Times	NT	1,455,223	976,353	15.0	48.9	8.30	3	L	N	—
	Newark Sunday Star-Ledger	NN	576,221	568,364	8.8	57.7	3.50	3	P	P	158
	Long Island Sunday Newsday	—	513,262	513,082	7.9	65.6	4.44	1m	L	P	—
	Bergen County (NJ) Sunday Record	SF	219,516	217,039	3.3	68.9	1.37	1	P	P	—
	Westchester-Rockland Newspapers	GT	192,501	192,116	2.9	—	2.83	1m	F-L	P	—
	Asbury Park Press	SF	131,258	130,692	2.0	70.9	1.01	1	F	P	—
	Bridgeport Sunday Post	LA	95,648	85,998	1.3	72.2	.80	1	P	O	48
	Staten Island Sunday Advance	NN	76,765	76,101	1.2	73.4	.80	3	P	P	158
	Middletown Sunday Record	BN	69,022	68,572	1.1	74.5	.56	1	P	O	—
	New Brunswick Home News	SK-SF	68,844	68,230	1.1	75.6	.74	1	F-O	O	76
	Passaic-Clifton Sunday Herald News	DN	65,912	65,726	1.0	76.6	1.19	3	F	O	44
	Morristown Daily Record	—	63,428	60,828	.9	77.5	.70	—	O	O	—
	Poughkeepsie Journal	GT	51,774	51,089	.8	78.3	.70*	1	F	O	164
	Danbury News-Times	BN	41,069	35,189	.5	78.8	.60	1	F	—	—
	Rockland Journal News	GT	35,072	34,978	.5	79.3	z	1m	F-L	P	164
	White Plains Reporter Dispatch	GT	34,583	34,524	.5	79.8	z	1m	F-L	P	164
	Yonkers Herald Statesman	GT	31,191	31,146	.5	80.3	z	1m	F-L	P	164
	Red Bank Register	LA	29,856	29,717	.5	80.8	.43	1	L	O	—
	Newburgh News	TN	25,293	25,191	.4	81.2	.38	—	—	O	—
	Kingston Freeman	LA	25,031	24,731	.4	81.6	.38	1m	L	O	74
	Toms River Ocean County Times-Observer	LA-US	22,789	22,709	.3	81.9	.35	1	—	O	159
	Newton New Jersey Sunday Herald	LA	23,538	22,141	.3	82.2	.35	1m	F	O	107
	Mt. Vernon Argus	GT	13,391	13,379	.2	82.4	z	1m	F-L	P	164
	New Rochelle Standard Star	GT	13,195	12,889	.2	82.6	z	1m	F-L	P	164
	Dover Sunday Advance	DN	13,173	12,763	.2	82.8	.57	—	F	O	44
	Peekskill Sunday Star	GT	12,323	12,257	.2	83.0	.24*	1m	F	O	164
	Port Chester Item	GT	9,841	9,825	.2	83.2	z	1m	F-L	P	164
	Ossining Citizen Register	GT	7,566	7,555	.1	83.3	z	1m	F-L	P	164
	Mamaroneck Daily Times	GT	6,312	6,291	.1	83.4	z	1m	F-L	P	164
	Tarrytown Daily News	GT	4,815	4,783	.1	83.5	z	1m	F-L	P	164

LEGEND TO SUNDAY NEWSPAPER CIRCULATION DATA

Market rankings and number of households: Estimated by ABC as of October, 1979. For an alphabetical list of markets, see pages 68 and 166.

ABC: Audit Bureau of Circulations.

C: Certified Audit of Circulations.

V: Verified Audit Circulation.

S: Sworn publisher's statement.

Rep: National newspaper advertising representative. Key to code is on pages 70 and 167.

Circulations: Circulation for ABC audited newspapers is as of October, 1979 based upon each paper's latest audit and is for newspapers published on Sundays only. Other circulation was supplied by the individual newspapers. Spill-in circulation of 5% coverage or better is indicated by a dash (—) preceding the newspaper at the end of the market.

Coverage: Percent of household penetration.

Cumulative Coverage: The coverage figures for the individual newspapers in each market are cumed together for easy reference.

Open Line Rate: Rates supplied by the individual newspapers or their representatives. x = newspaper is sold only in combination. Individual rates not available. z = newspaper is sold in combination but individual paper's rate is available only on request from the publisher or representative. An asterisk (*) indicates that a rate increase is expected before the end of 1980.

Newsplan: Indicates whether or not a newspaper is part of NAB's Newsplan discount program. 1 = Newspaper went from flat rate to discount. 2 = Newsplan discount is greater than previous discount. 3 = Newsplan discount is the same as the previous discount. m = Modular units are required.

Supp: F = Family Weekly; P = Parade; M = Metro Sunday; A = All In Style; L = Locally edited; O = Other; T = Travel Illustrated (suspended).

Comic section: M = Metro Sunday Comics; P = Puck; O = Other; N = None.

Group membership: Buying groups of which the newspaper is a member. A list of the groups and their assigned numbers can be found on pages 114 and 233.

Dagger (†): SMSA is in more than one ADI.

Dash (—): None; not applicable; no information available.

2. LOS ANGELES—3,943,809 hslds. (5.2% of U.S.)

SMSA's in ADI: Los Angeles-Long Beach (2), Anaheim-Santa Ana-Garden Grove (18), Riverside-San Bernardino-Ontario (28)†, Oxnard-Simi Valley-Ventura (86), Bakersfield (104)†

Rank ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Los Angeles Times	LT-LC	1,307,036	1,184,348	30.0	30.0	7.11	1m	L	O	—
Los Angeles Herald-Examiner	HS	317,283	298,053	7.6	37.6	4.30	2	A-T-L	P	—
Santa Ana Register	SK	236,001	234,756	6.0	43.6	1.71	1	F-T	P	110
Long Beach Independent, Press Telegram	KR	134,673	134,450	3.4	47.0	1.37*	1	P	P	—
Los Angeles Daily Breeze	SF	96,252	96,141	2.4	49.4	.97	1	F-T	P	34
San Bernardino Sun	GT	87,187	85,242	2.2	51.6	.88	1	P	P	—
Riverside Press-Enterprise	SF	104,580	78,607	2.0	53.6	.96	1	P	P	—
San Gabriel Valley Daily Tribune	CW	69,493	69,409	1.8	55.4	.82	—	F	P	—
Pasadena Star News	KR	49,307	48,987	1.2	56.6	.86*	3	P	P	—
Orange Coast Pilot	CW	45,040	44,907	1.1	57.7	.60	—	F	M	—
Pomona Progress Bulletin	WD	43,774	43,566	1.1	58.8	.55	1	F	P	119
Ventura County Star-Free Press	WD	39,813	39,516	1.0	59.8	.39*	—	F	P	—
Ontario Daily Report	WD	32,781	32,394	.8	60.6	.45	1	F	P	119
Oxnard Press Courier	LA-TN	21,674	21,590	.5	61.1	.32	—	L	P	—
Los Angeles La Opinion	—	23,082	20,485	.5	61.6	.57*	2	L	O	—
Thousand Oaks News Chronicle	WD	17,592	17,471	.4	62.0	.29*	—	F	P	65
Victor Valley Press	WD	12,796	12,538	.3	62.3	.26	1	—	—	—
Camarillo Daily News	—	7,538	7,458	.2	62.5	.29*	1m	—	O	—
Other newspapers										
Los Angeles Valley News (V)	SF	236,345	236,345	—	—	1.40	2	P	M	—

3. CHICAGO—2,868,800 hslds. (3.8% of U.S.)

SMSA's in ADI: Chicago (3), Gary-Hammond-East Chicago (64), Kenosha (224), Kankakee (253)

Rank ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Chicago Tribune	CT-WA	1,150,327	1,021,311	35.6	35.6	8.38	2	M	M	—
Chicago Sun Sunday Times	CS	693,200	679,608	23.7	59.3	5.54*	2	P-M	P	—
Gary Post Tribune	KR	85,054	84,797	3.0	62.3	.89	1	P-L	P	56
Hammond Times	KR	72,329	72,093	2.5	64.8	.79*	2	F-L	P	—
Joliet Herald-News	SF	51,835	51,511	1.8	66.6	.65	—	F	M	64
Aurora Beacon-News	SF	44,384	44,188	1.5	68.1	.63	1	F	O	64
Elgin Sunday Courier News	SF	37,279	36,882	1.3	69.4	.61	—	F	O	64
Kankakee Sunday Journal	LA	35,606	34,618	1.2	70.6	.44	—	—	—	—
Other newspapers										
Chicago Sunday Southtown Economist (V)	US	48,154	—	—	—	.47	2	—	O	—

4. PHILADELPHIA—2,392,700 hslds. (3.2% of U.S.)

SMSA's in ADI: Philadelphia (4), Allentown-Bethlehem-Easton (59)†, Wilmington, DE (75)†, Reading (112), Trenton (113), Atlantic City (154), Vineland-Millville-Bridgeton (206)

Rank ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Philadelphia Inquirer	KR	836,539	769,632	32.2	32.2	7.34	3	M	M	—
Philadelphia Bulletin	MN	597,336	562,408	23.5	55.7	6.21*	3	P-L	P-M	—
Allentown Sunday Call-Chronicle	SK	156,720	135,922	5.7	61.4	1.21	1	P	P	—
Wilmington News-Journal	GT	96,140	84,449	3.5	64.9	1.57	1	F	P	—
Reading Eagle	SK	99,325	80,458	3.4	68.3	.65	—	P-L	P	—
Trenton Sunday Times Advertiser	SK	87,327	77,854	3.3	71.6	1.11	—	F	P	—
Atlantic City Press	SF	69,521	65,691	2.7	74.3	.57	1	F	O	—
Levittown Bucks County Courier Times	LA	62,880	62,675	2.6	76.9	.86	—	L	—	140-17-115
Trenton Trentonian	LA	53,543	49,609	2.1	79.0	.72	1	—	O	—
Willingboro Burlington County Times	LA-RH	35,373	35,232	1.5	80.5	.68	—	L	O	17-140
Woodbury Gloucester County Times	LA-HH	25,517	25,400	1.1	81.6	.49	1m	L	O	140-137
Other newspapers										
Easton Wilson Express/Sunday (S)	SK	53,500	45,095	—	—	.47	1	F-L-O	P	—

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
5.	**SAN FRANCISCO—1,841,233 hslds. (2.4% of U.S.)**										
	SMSA's in ADI: San Francisco-Oakland (7)†, San Jose (32), Vallejo-Fairfield-Napa (123)†, Santa Rosa (124)										
	ABC audited newspapers										
	San Francisco Examiner & Chronicle	SF	665,821	541,701	29.4	29.4	4.54	1	L	P	——
	San Jose Mercury-News	KR	253,732	234,224	12.7	42.1	1.85	3	P-M-A-T-L-O	M	——
	Oakland Tribune	GT	190,306	185,956	10.1	52.2	1.61	1	P	P	——
	Santa Rosa Press Democrat	LA	63,561	63,158	3.4	55.6	.68	1	P	M	——
	Hayward Daily Review	—	39,567	39,471	2.1	57.7	.61	—	L	O	59
	Fremont-Newark Argus	—	16,530	16,470	.9	58.6	.36*	—	L	O	59
	Vallejo Times Herald	WD	26,806	14,609	.8	59.4	.43	1m	F	P	160
	Livermore Tri-Valley Herald	—	12,788	12,726	.7	60.1	.33*	—	O	O	59
	Other newspapers										
	Walnut Creek Contra Costa Times (V)	US-CW	100,143	100,143	—	—	.90	—	F	O	——
	Richmond-Berkeley Independent & Gazette (S)[1]	LA-US	50,500	45,000	—	—	.61	—	L	N	159
	Pleasanton Valley Times (V)	US-CW	30,312	30,312	—	—	.35	—	F	O	19-159
	Pittsburg Sunday Post Dispatch (V)	CW	12,535	—	—	—	.23*	—	F	O	19
	Ukiah Daily Journal (S)	—	8,900	—	—	—	.20*	1m	—	M	——
6.	**BOSTON—1,818,200 hslds. (2.4% of U.S.)**										
	SMSA's in ADI: Boston-Lowell-Brockton-Lawrence-Haverhill (6), Worcester-Fitchburg-Leominster (62), Manchester-Nashua (142)										
	ABC audited newspapers										
	Boston Globe	MN	643,960	574,682	31.6	31.6	4.25	3m	P-M	M	——
	Boston Herald American	HS	396,116	327,070	18.0	49.6	3.35	3	L	P	——
	Worcester Sunday Telegram	CW	108,209	106,941	5.9	55.5	1.33*	3	P-L	M	——
	Manchester New Hampshire Sunday News	SF	66,422	51,830	2.9	58.4	.79	1	P-O	O	——
	Lawrence Sunday Eagle-Tribune	SK	49,635	49,522	2.7	61.1	.51	1	F	O	11
	Middlesex News	LA	48,318	48,033	2.6	63.7	.50	1	F	O	11
	Lowell Sunday Sun	SK	45,598	45,494	2.5	66.2	.50	1	F-L	M	11
7.	**DETROIT—1,593,500 hslds. (2.1% of U.S.)**										
	SMSA's in ADI: Detroit (5), Toledo (51)†, Ann Arbor (147)										
	ABC audited newspapers										
	Detroit News	MN	818,801	762,872	47.9	47.9	5.62	2	L	O	——
	Detroit Free Press	KR	717,213	497,400	31.2	79.1	4.76	3	P-M-T-L	P	——
	Ann Arbor News	NN	44,975	44,135	2.8	81.9	.70	1	—	—	15
	Port Huron Times Herald	GT	34,273	33,597	2.1	84.0	.48*	1	F-L	M	55
	Ypsilanti Press	BN	15,350	15,283	1.0	85.0	.39	1	O	M	——
8.	**WASHINGTON, DC—1,364,800 hslds. (1.8% of U.S.)**										
	SMSA's in ADI: Washington, DC (8)										
	ABC audited newspapers										
	Washington Post	SF	793,608	711,962	52.2	52.2	6.70	2m	P-A-T-L	M	——
	Washington Star	MN	312,269	300,505	22.0	74.2	3.65	3	M	M	——
	Cumberland Times	LA	36,513	30,359	2.2	76.4	.37	—	—	O	83-28
9.	**CLEVELAND—1,327,400 hslds. (1.8% of U.S.)**										
	SMSA's in ADI: Cleveland (17), Akron (60), Canton (94)†, Lorain-Elyria (145), Mansfield (217)										
	ABC audited newspapers										
	Cleveland Plain Dealer	NN	453,016	436,917	32.9	32.9	2.70	3	M-L	M	——
	Akron Beacon Journal	KR	215,697	213,157	16.1	49.0	2.20	1	P-L	M	——
	Canton Repository	CW	80,684	77,320	5.8	54.8	.72	—	F	—	——
	Lorain Sunday Journal	BN	49,406	49,130	3.7	58.5	.45*	1	F	O	73
	Painesville Sunday Paper	LA	45,890	45,353	3.4	61.9	x	—	L	N	128-35

[1] Richmond-Berkeley Independent & Gazette is now ABC-audited.

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number

CLEVELAND CONTINUED

	Elyria Sunday Chronicle-Telegram	LA	42,068	41,674	3.1	65.0	.38*	1	L	M	35
	Mansfield News Journal	BN	49,744	39,495	3.0	68.0	.63	1	F-L	—	73
	Willoughby Lake County News-Herald	BN	31,162	30,943	2.3	70.3	.33*	1	F-L	0	73
	Coshocton Tribune	TN	9,339	8,764	.7	71.0	.20	—	F	0	153

10. DALLAS-FORT WORTH—1,158,700 hslds. (1.5% of U.S.)

SMSA's in ADI: Dallas-Fort Worth (9), Sherman-Denison (257)

	ABC audited newspapers										
	Dallas Times Herald	BN	337,771	329,883	28.5	28.5	1.99	1	P-M-A-T	P	—
	Dallas Morning News	CW	344,587	299,118	25.8	54.3	2.04	1	L	M	—
	Fort Worth Star-Telegram	SF	244,163	235,516	20.3	74.6	1.70	1m	P	P	—
	Sherman Democrat	TD	19,777	19,332	1.7	76.3	.28	1	—	—	—
	Denton Record-Chronicle	TP	16,167	15,888	1.4	77.7	.26	1	F-O	N	159
	Irving Daily News	US	12,491	12,463	1.1	78.8	.33	1	—	N	159-99
	Garland Sunday News	US	12,261	12,228	1.1	79.9	.355	1	—	N	99
	Paris News	BN	14,570	12,114	1.0	80.9	.28*	—	—	0	68-70
	Denison Herald	BN	14,726	11,443	1.0	81.9	.29	1	—	0	68-70
	Greenville Herald Banner	BN	11,554	11,347	1.0	82.9	.27	1	—	P	68-70
	Hurst Mid Cities Daily News	US	8,909	8,882	.8	83.7	.40*	1	—	—	99-159
	Grand Prairie Daily News	US	8,324	8,313	.7	84.4	.42	1	—	—	159-99
	Palestine Herald-Press	TP	8,969	7,944	.7	85.1	.18	1	—	—	—
	Richardson Daily News	US	7,577	7,568	.7	85.8	.35	1	—	—	159-99
	Other newspapers										
	Corsicana Daily Sun (S)	BN	10,933	—	—	—	.24	1	—	P	68-69
	Weatherford Democrat (S)	TP	6,150	—	—	—	.18*	1m	—	—	—
	Athens Review (S)	—	5,755	—	—	—	.20*	1	—	—	—

11. PITTSBURGH—1,116,300 hslds. (1.5% of U.S.)

SMSA's in ADI: Pittsburgh (13), Steubenville-Weirton (188)†

	ABC audited newspapers										
	Pittsburgh Press Sunday Edition	—	665,841	598,502	53.6	53.6	4.07	—	P-M-L	M	—
	Greensburg Sunday Tribune-Review	LA	54,943	53,208	4.8	58.4	.55*	—	F-L	0	113
	Beaver County Times	LA	44,816	44,527	4.0	62.4	.75	—	—	0	113-117-115
	Morgantown Sunday Dominion Post	LA	24,123	21,428	1.9	64.3	.41	—	F	M	117
	Fairmont Times-West Virginian	TN	18,054	16,628	1.5	65.8	.29	—	—	0	152

12. HOUSTON—1,032,300 hslds. (1.4% of U.S.)

SMSA's in ADI: Houston (10), Galveston-Texas City (168)

	ABC audited newspapers										
	Houston Chronicle	SF	417,544	393,950	38.2	38.2	2.55*	2	M-T-L	M	—
	Houston Post	BN	360,014	334,532	32.4	70.6	2.47*	3	P-A	P	—
	Galveston News	GA	27,379	27,069	2.6	73.2	.35*	1	F	0	—
	Conroe Montgomery County Daily Courier	US	10,557	10,380	1.0	74.2	.32	—	—	—	159
	Other newspapers										
	Pasadena Citizen (V)	US	13,365	—	—	—	.30	1	L	0	—
	Texas City Daily Sun (S)	US-GA	12,491	—	—	—	.21	1	F	0	—
	Bay City Daily Tribune (S)	—	7,532	—	—	—	.19	—	—	0	—
	Huntsville Item (S)	BN	7,200	7,200	—	—	.19*	1m	L	P	68-70
	Angleton Times (V)	—	5,246	—	—	—	.17*	—	—	—	159

13. ST. LOUIS—1,008,800 hslds. (1.3% of U.S.)

SMSA's in ADI: St. Louis (12)

	ABC audited newspapers										
	St. Louis Post-Dispatch	NN	441,866	408,289	40.5	40.5	3.10*	2	M-P-L	M	182
	St. Louis Globe-Democrat	NN	272,218	237,282	23.5	64.0	2.13*	2	L-M	P	182

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	ST. LOUIS CONTINUED										
	Belleville News-Democrat	BN	32,804	32,609	3.2	67.2	.61*	1	F-L	0	130-131
	Centralia Sentinel	—	18,415	17,683	1.8	69.0	.205*	--	F-L	0	——
14.	**MINNEAPOLIS-ST. PAUL**—955,100 hslds. (1.3% of U.S.) SMSA's in ADI: Minneapolis-St. Paul (15), St. Cloud (214)										
	ABC audited newspapers										
	Minneapolis Sunday Tribune	CW	610,744	481,899	50.5	50.5	4.92*	1	M	0	——
	St. Paul Sunday Pioneer Press	KR	241,318	215,507	22.6	73.1	2.40	3	P	M	——
15.	**MIAMI**—953,200 hslds. (1.3% of U.S.) SMSA's in ADI: Miami (22), Fort Lauderdale-Hollywood (36)										
	ABC audited newspapers										
	Miami Herald	KR-PF	524,671	441,730	46.3	46.3	6.14	3	L	M	——
	Fort Lauderdale Sun Sentinel & News	CW-PF	159,100	141,912	14.9	61.2	1.82*	1	P-T	M	——
	Key West Citizen	TN	8,868	8,235	.9	62.1	.20	—	F	0	——
	Other newspapers										
	Miami Diario Las Americas (S)	—	55,443	—	—	—	.70	3	—	—	——
16.	**ATLANTA**—938,000 hslds. (1.2% of U.S.) SMSA's in ADI: Atlanta (19)										
	ABC audited newspapers										
	Atlanta Journal-Constitution	MN	536,682	458,741	48.9	48.9	3.12	1m	M	M	——
	Marietta Daily Journal	LA-US	26,811	26,564	2.8	51.7	.41	—	L	0	——
	Athens Banner-Herald/News	BN	21,281	16,971	1.8	53.5	.47*	—	F-L	0	——
	Gwinnett News	US	16,663	16,454	1.8	55.3	.38	1	0	0	159
	Other newspapers										
	Gainesville Times (S)	—	23,500	—	—	—	.36	1	F	N	——
17.	**TAMPA-ST. PETERSBURG**—877,800 hslds. (1.2% of U.S.) SMSA's in ADI: Tampa-St. Petersburg (21), Lakeland-Winter Haven (122), Sarasota (153), Bradenton (187)										
	ABC audited newspapers										
	St. Petersburg Sunday Times	SK	247,974	244,875	27.9	27.9	1.70*	1	P-M-L	M	——
	Tampa Tribune & Times	SF-PF	212,911	207,807	23.7	51.6	1.62	1	P	M	——
	Sarasota Herald Tribune	BN-PF	81,311	76,040	8.7	60.3	.87*	1m	L	—	145
	Clearwater Sun	BN-PF	45,113	44,814	5.1	65.4	.53	—	F-0	0	145
	Lakeland Ledger	BN-PF	44,118	43,935	5.0	70.4	.57*	1	F	N	145-21-22
	Bradenton Herald	KR-PF	29,038	28,875	3.3	73.7	.41*	1	F-L-0	—	——
	Winter Haven Sunday News Chief	LA	16,597	16,376	1.9	75.6	.25	1	—	—	——
	Other newspapers										
	Lake Wales Daily Highlander (S)	—	5,600	—	—	—	.21	1	—	N	——
18.	**SEATTLE-TACOMA**—862,272 hslds. (1.1% of U.S.) SMSA's in ADI: Seattle-Everett (23), Tacoma (89)										
	ABC audited newspapers										
	Seattle Times	CW	339,526	323,769	37.5	37.5	3.15	3	M-T-L	M	——
	Seattle Post-Intelligencer	HS	232,604	214,020	24.8	62.3	2.07*	2	P	P	——
	Tacoma News Tribune	SF	106,621	106,325	12.3	74.6	.97	1	M-L	M	——
	Olympia Olympian	GT	27,862	27,516	3.2	77.8	.56	1	F	0	——
	Aberdeen World	BN	19,208	17,072	2.0	79.8	.435	1	—	—	——
	Port Angeles Daily News	—	13,385	13,011	1.5	81.3	.32	1	—	0	——

19. INDIANAPOLIS—785,000 hslds. (1.0% of U.S.)

SMSA's in ADI: Indianapolis (33), Anderson, IN (199), Muncie (219), Kokomo (239), Bloomington, IN (255)

ABC audited newspapers

ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
Indianapolis Sunday Star	MN	357,036	325,553	41.5	41.5	2.28	2m	M	M	——
Bloomington Bedford Sunday Herald-Times	LA	40,482	34,776	4.4	45.9	.43*	1	F	O	139
Muncie Star	SK	33,518	33,144	4.2	50.1	.53	1	F	M	——
Kokomo Tribune	BN	30,947	30,513	3.9	54.0	.51	—	F	M	72
Marion Chronicle-Tribune	GT	26,892	23,690	3.0	57.0	.52	1m	F-L	O	72
Anderson Sunday Herald	BN	22,946	22,600	2.9	59.9	.60	1	F	O	72
Logansport Pharos-Tribune	LA	17,042	14,182	1.8	61.7	.25	1	—	—	24

20. BALTIMORE—771,600 hslds. (1.0% of U.S.)

SMSA's in ADI: Baltimore (14), Wilmington, DE (75)†

ABC audited newspapers

ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
Baltimore Sun	CW	364,127	343,902	44.6	44.6	2.92	—	M-L	M	——
Baltimore News American	HS	241,665	227,413	29.5	74.1	2.35	1	P	P	——

21. PORTLAND, OR—703,100 hslds. (0.9% of U.S.)

SMSA's in ADI: Portland, OR (31), Salem (151)

ABC audited newspapers

ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
Portland Sunday Oregonian	NN	409,286	361,997	51.5	51.5	2.03*	3	P-L	P	——
Salem Statesman Journal	GT	54,686	54,230	7.7	59.2	.68*	—	F-L	M	——
Vancouver Columbian	—	43,048	42,463	6.0	65.2	.80	—	F-L	O	——

22. DENVER—681,000 hslds. (0.9% of U.S.)

SMSA's in ADI: Denver-Boulder (24), Fort Collins (210), Greeley (236)

ABC audited newspapers

ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
Denver Post	SF	350,373	301,029	44.2	44.2	2.13	2	M-L	M	——
Denver Rocky Mountain News	SK	277,203	256,202	37.6	81.8	1.55*	[illegible]	P	P	——
Boulder Camera	KR	30,445	29,723	4.4	86.2	[illegible]	[illegible]	L	O	——
Fort Collins Coloradoan	GT	18,689	18,340	2.7	88.9	.35	1	F	O	——
Loveland Reporter-Herald	BN	13,261	12,865	1.9	90.8	.22	1	—	—	——
Laramie Boomerang	BN	7,288	6,549	1.0	91.8	.20*	—	—	O	——

23. HARTFORD-NEW HAVEN—680,800 hslds. (0.9% of U.S.)

SMSA's in ADI: Hartford-New Britain-Bristol (37), New Haven-West Haven-Waterbury-Meriden (53)

ABC audited newspapers

ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
Hartford Courant	MN	279,401	257,400	37.8	37.8	1.89	—	P-L-M	P	——
New Haven Register	SF	138,196	134,343	19.7	57.5	1.04*	—	P-L	P	——
Waterbury Sunday Republican	CW	67,914	67,320	9.9	67.4	.91	3	F-L	M	——
Milford Citizen	LA-US	8,763	8,590	1.3	68.7	.34	1	—	—	159
—New York Sunday News	NY-WA-CW	2,610,917	49,712	7.3	76.0	14.14	2	M-O	M	——

24. SACRAMENTO-STOCKTON—672,225 hslds. (0.9% of U.S.)

SMSA's in ADI: San Francisco-Oakland (7)†, Sacramento (38)†, Stockton (115), Vallejo-Fairfield-Napa (123)†, Modesto (143)

ABC audited newspapers

ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
Sacramento Bee	CW	209,914	181,735	27.0	27.0	1.57*	—	P-O	M	——
Sacramento Union	BN	107,240	102,193	15.2	42.2	1.08*	3	F	P	——
Modesto Bee	CW	66,788	62,258	9.3	51.5	.59*	—	P	M	——
Stockton Record	GT	56,151	55,924	8.3	59.8	.70	1	P	P	——
Antioch Ledger	CW-US	13,063	389	.1	59.9	.30	—	F	N	19
—San Francisco Examiner & Chronicle	SF	665,821	49,708	7.4	67.3	4.54	1	L	P	——

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
25.	**CINCINNATI—646,800 hslds. (0.9% of U.S.)** SMSA's in ADI: Cincinnati (26), Hamilton-Middletown (146)										
	ABC audited newspapers										
	Cincinnati Enquirer	GT	288,344	279,720	43.2	43.2	2.10	3	M-L	M	183
	Hamilton Sunday Journal-News	BN	27,952	27,454	4.2	47.4	.52	1	F	O	——
	Middletown Journal	LA	26,879	25,242	3.9	51.3	.48	—	—	—	——
26.	**MILWAUKEE—641,700 hslds. (0.8% of U.S.)** SMSA's in ADI: Milwaukee (25), Racine (184)										
	ABC audited newspapers										
	Milwaukee Journal	MN	533,132	416,197	64.9	64.9	3.50	3m	M	M	——
	Racine Journal Times	BN	40,215	39,539	6.2	71.1	.48	1	F	P	——
27.	**KANSAS CITY—632,800 hslds. (0.8% of U.S.)** SMSA's in ADI: Kansas City (27), St. Joseph (237)†, Lawrence, KS (268)										
	ABC audited newspapers										
	Kansas City Star	CW	402,472	359,759	56.9	56.9	3.10	1m	M-L	O	——
	Kansas City Kansan	BN	22,291	21,808	3.4	60.3	.49	1	—	—	——
	Leavenworth Times	TN	10,273	9,850	1.6	61.9	.19	—	F	O	——
	Atchison Sunday Globe	—	7,092	5,728	.9	62.8	.17*	—	O	O	——
	Other newspapers										
	Olathe Daily News (S)	—	10,290	—	—	—	.24	1m	—	M	——
28.	**BUFFALO—615,300 hslds. (0.8% of U.S.)** SMSA's in ADI: Buffalo (30), Rochester, NY (39)†										
	ABC audited newspapers										
	Buffalo Courier-Express	CW	259,296	254,325	41.3	41.3	1.90	1	P-M	M	——
	Buffalo News	SK	157,781	155,559	25.3	66.6	1.40	2	M	P	——
	Niagara Falls Gazette	—	33,022	31,966	5.2	71.8	.45	1	F	—	——
29.	**SAN DIEGO—598,400 hslds. (0.8% of U.S.)** SMSA's in ADI: San Diego (20)										
	ABC audited newspapers										
	San Diego Union	SF	323,815	318,619	53.2	53.2	2.55	1	P	M	——
	Escondido Times-Advocate	CW	32,471	32,352	5.4	58.6	.40	1m	L	O	178
	Oceanside Blade-Tribune	CW-US	25,997	25,882	4.3	62.9	.37	1m	L	M	178-159
	—Los Angeles Times	LT-LC	1,307,036	47,411	7.9	70.8	7.11	1m	L	O	——
30.	**NASHVILLE—584,200 hslds. (0.8% of U.S.)** SMSA's in ADI: Nashville-Davidson (49), Clarksville-Hopkinsville (216)										
	ABC audited newspapers										
	Murfreesboro Daily News Journal	LA	13,169	12,963	2.2	2.2	.36*	1	L	O	96
	Other newspapers										
	Nashville Tennessean (S)[1]	GT	248,364	—	—	—	1.55	3	P-L	M	——
	Cookeville Herald-Citizen (S)[2]	LA	9,238	—	—	—	.20*	—	L	O	96
31.	**PROVIDENCE—569,400 hslds. (0.8% of U.S.)** SMSA's in ADI: Providence-Warwick-Pawtucket (42), New Bedford-Fall River (81), New London-Norwich (149)										
	ABC audited newspapers										
	Providence Sunday Journal	CW	222,016	219,841	38.6	38.6	2.12	2m	M	M	——

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[1] Nashville Tennessean will be ABC-audited in Fall, 1980.

[2] Cookeville Herald-Citizen will be ABC-audited in 1980.

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	PROVIDENCE CONTINUED										
	New Bedford Sunday Standard-Times	BN	51,025	43,752	7.7	46.3	.65	2	P-L	M	——
	Westerly Sun	LA	10,855	10,667	1.9	48.2	.23*	—	—	N	122
	—Boston Herald American	HS	396,116	33,785	5.9	54.1	3.35	3	L	P	——
32.	**COLUMBUS, OH**—561,700 hslds. (0.7% of U.S.) SMSA's in ADI: Columbus, OH (35)										
	ABC audited newspapers										
	Columbus Dispatch	CW	334,286	305,066	54.3	54.3	1.57*	1	M	M	——
	Marion Star	TN	19,604	18,736	3.3	57.6	.30	—	F	O	153
33.	**PHOENIX**—556,979 hslds. (0.7% of U.S.) SMSA's in ADI: Riverside-San Bernardino-Ontario (28)†, Phoenix (29)										
	ABC audited newspapers										
	Phoenix Arizona Republic	SK	362,054	341,376	61.3	61.3	2.10	1	M	M	——
	Mesa Tribune	BN	23,926	23,844	4.3	65.6	.27	—	—	—	6
	Prescott Courier	BN	8,422	7,998	1.4	67.0	.21	—	—	—	7
34.	**MEMPHIS**—542,500 hslds. (0.7% of U.S.) SMSA's in ADI: Memphis (43)										
	ABC audited newspapers										
	Memphis Commercial Appeal	SK	284,995	237,867	43.8	43.8	2.75	1	M	M	——
	Clarksdale Press Register	MM	7,367	6,852	1.3	45.1	.25	—	L	O	——
	Other newspapers										
	Helena West Helena World (S)	AD	7,500	—	—	—	.14	2	—	N	——
35.	**CHARLOTTE**—540,500 hslds. (0.7% of U.S.) SMSA's in ADI: Charlotte-Gastonia (67)										
	ABC audited newspapers										
	Charlotte Observer	KR	238,470	206,741	38.2	38.2	2.81*	1	P	P	——
	Gastonia Gazette	LA	35,189	34,892	6.5	44.7	.57	—	—	O	32
	Salisbury Sunday Post	LA	23,888	21,676	4.0	48.7	.30	1	F	O	32
	Kannapolis Daily Independent	LA	14,548	14,336	2.7	51.4	.27	2	L	O	32
	Concord Tribune	LA	12,512	12,363	2.3	53.7	.29	—	F	O	82
36.	**NEW ORLEANS**—516,300 hslds. (0.7% of U.S.) SMSA's in ADI: New Orleans (34), Biloxi-Gulfport (189)†										
	ABC audited newspapers										
	New Orleans Times-Picayune	NN	317,744	290,519	56.3	56.3	1.62*	3	L	O	——
	Bogalusa Daily News	—	8,893	8,745	1.7	58.0	.25	—	L	O	——
	Slidell Daily Sentry News	—	5,245	5,154	1.0	59.0	.18	—	—	O	——
	Other newspapers										
	Houma Daily Courier "Castnet" (S)	—	19,700	—	—	—	.26*	1	L	M	——
37.	**GREENVILLE-SPARTANBURG-ASHEVILLE**—515,900 hslds. (0.7% of U.S.) SMSA's in ADI: Greenville-Spartanburg (73), Asheville (178)										
	ABC audited newspapers										
	Greenville News & Piedmont	SF	103,216	100,840	19.5	19.5	1.15*	1	P	P	175
	Asheville Citizen-Times	SF	69,783	65,467	12.7	32.2	.75*	1	P	O	175
	Spartanburg Herald Journal	GA	47,482	47,135	9.1	41.3	.62*	2	F	M	——
	Anderson Independent Daily Mail	BN	47,127	43,502	8.4	49.7	.78	1	—	—	——

38. OKLAHOMA CITY—483,300 hslds. (0.6% of U.S.)

SMSA's in ADI: Oklahoma City (44)

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	ABC audited newspapers										
	Oklahoma City Sunday Oklahoman	SF	286,724	243,356	50.4	50.4	2.75	—	P	M	—
	Oklahoma City Journal	LA-US	42,123	41,224	8.5	58.9	.64	—	L	0	159
	Enid News	SD	27,563	27,174	5.6	64.5	.40	1	—	—	—
	Norman Transcript	LA	15,961	15,480	3.2	67.7	.18	1	—	N	4
	Shawnee News-Star	SD	15,120	14,695	3.0	70.7	.25*	1	L	N	—
	Ponca City News	LA	14,098	12,734	2.6	73.3	.24*	1	0	0	—
	Stillwater News-Press	SD	9,927	9,492	2.0	75.3	.22	1	L	0	—
	Chickasha Express	SD	5,912	5,692	1.2	76.5	.15	1	—	0	—
	Pauls Valley Democrat	SD	4,796	4,604	1.0	77.5	.145	1	—	—	—
	Guthrie Leader	SD	4,389	4,164	.9	78.4	.175	1	—	—	—
	Blackwell Journal-Tribune	SD	4,413	4,054	.8	79.2	.16*	1	—	N	—
	Other newspapers										
	Clinton Daily News (S)	—	5,300	—	—	—	.15	—	—	—	—
	Wewoka Daily Times (S)	SD	2,350	—	—	—	.135*	1	—	—	—

39. GRAND RAPIDS-KALAMAZOO-BATTLE CREEK—478,100 hslds. (0.6% of U.S.)

SMSA's in ADI: Grand Rapids (72), Lansing-East Lansing (87)†, Kalamazoo-Portage (141), Battle Creek (175), Muskegon-Norton Shores-Muskegon Heights (179)

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	ABC audited newspapers										
	Grand Rapids Press	NN	142,913	132,238	27.7	27.7	1.36	1	P-L	M	15
	Kalamazoo Gazette	NN	65,197	61,725	12.9	40.6	.76	1m	—	—	15
	Muskegon Sunday Chronicle	NN	46,819	45,882	9.6	50.2	.73	1	F	M	15
	Battle Creek Enquirer & News	GT	40,546	38,789	8.1	58.3	.59	—	F	M	55
	—Detroit Free Press	KR	717,213	38,078	8.0	66.3	4.76	3	P-M-T-L	P	—

40. WILKES BARRE-SCRANTON—468,900 hslds. (0.6% of U.S.)

SMSA's in ADI: Northeast Pennsylvania (57), Allentown-Bethlehem-Easton (59)†, Binghamton (117)†, Williamsport (231)

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	ABC audited newspapers										
	Wilkes-Barre Sunday Independent	LA	57,991	57,630	12.3	12.3	.83	—	P	0	—
	Scrantonian	LA	49,941	48,951	10.4	22.7	.68*	—	P	P	—
	Scranton Sunday Times	SF	48,801	48,306	10.3	33.0	.73	1	F	P	—
	Williamsport Grit	—	39,838	27,836	5.9	38.9	.36	1	—	P	—
	—New York Sunday News	NY-WA-CW	2,610,917	62,677	13.4	52.3	14.14	2	M-O	M	—
	—Philadelphia Inquirer	KR	836,539	26,946	5.7	58.0	7.34	3	M	M	—

41. ORLANDO-DAYTONA BEACH—463,700 hslds. (0.6% of U.S.)

SMSA's in ADI: Orlando (63), Daytona Beach (139), Melbourne-Titusville-Cocoa (160)

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	ABC audited newspapers										
	Orlando Sentinel Star	CW-PF	219,715	207,8[illegible]7	44.8	44.8	2.22	3	P-M-L	M	—
	Cocoa Today	GT-SF	71,295	65,3[illegible]2	14.1	58.9	1.00	2	F-L-O	0	—
	Daytona Beach Sunday News-Journal	SF-PF	63,347	61,179	13.2	72.1	.97*	2	F	M	—
	Ocala Star-Banner	PF	28,496	25,163	5.4	77.5	.42*	1	F	—	21-22
	De Land Sun News	LA	9,190	8,997	1.9	79.4	.22*	3	—	—	—
	Leesburg Commercial	PF	8,416	8.252	1.8	81.2	.32	1	F-L	—	21

42. CHARLESTON-HUNTINGTON—463,600 hslds. (0.6% of U.S.)

SMSA's in ADI: Huntington-Ashland (119), Charleston, WV (133), Parkersburg-Marietta (192)†

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	ABC audited newspapers										
	Charleston Gazette Mail	SF	105,753	88,962	19.2	19.2	1.56	1	P-L	0	—
	Huntington Herald-Dispatch	GT	50,294	50,025	10.8	30.0	.85	1	F	0	—

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	CHARLESTON CONTINUED										
	Ashland Daily Independent	BN	27,418	26,920	5.8	35.8	.40	—	—	—	——
	Athens Messenger	—	16,439	14,412	3.1	38.9	.27*	1m	F	O	——
	Ironton Tribune	—	9,937	9,726	2.1	41.0	.21	—	—	O	——
43.	**LOUISVILLE**—457,800 hslds. (0.6% of U.S.) SMSA's in ADI: Louisville (41)										
	ABC audited newspapers										
	Louisville Courier-Journal	—	346,631	275,328	60.1	60.1	3.13	3	M-L	M	——
	New Albany Ledger Tribune	TN	11,490	11,291	2.5	62.6	.22	—	F	O	——
44.	**RALEIGH-DURHAM**—450,600 hslds. (0.6% of U.S.) SMSA's in ADI: Raleigh-Durham (79), Fayetteville, NC (173)										
	ABC audited newspapers										
	Raleigh News & Observer/Raleigh Times	BN	162,951	108,913	24.2	24.2	1.65	—	L	P	123
	Durham Morning Herald	BN	57,988	54,891	12.2	36.4	.60*	1	F	O	123
	Fayetteville Observer/Times	LA	59,395	51,847	11.5	47.9	.69	1	F	O	——
	Goldsboro News-Argus	GA	22,709	21,075	4.7	52.6	.24	1	—	O	——
	Rocky Mount Sunday Telegram	—	15,520	8,754	1.9	54.5	.24	—	F	—	——
	Other newspapers										
	Chapel Hill Newspaper (S)	LA	9,100	—	—	—	.29*	—	L	N	——
45.	**ALBANY-SCHENECTADY-TROY**—445,400 hslds. (0.6% of U.S.) SMSA's in ADI: Albany-Schenectady-Troy (47), Pittsfield (195)										
	ABC audited newspapers										
	Albany Times Union	HS	146,344	133,618	30.0	30.0	1.65*	1	F-P	P	——
	Troy Sunday Record	—	44,707	44,344	10.0	40.0	.45*	1	F	M	——
	Saratoga Springs Saratogian	GT	17,281	17,144	3.8	43.8	.43	1	F	O	3
	—New York Sunday News	NY-WA-CW	2,610,917	75,045	16.8	60.6	14.14	2	M-O	M	——
46.	**SALT LAKE CITY**—445,400 hslds. (0.6% of U.S.) SMSA's in ADI: Salt Lake City-Ogden (52), Provo-Orem (196)										
	ABC audited newspapers										
	Salt Lake Tribune	—	178,750	176,543	39.6	39.6	1.34	1	L	M	——
	Ogden Standard Examiner	CW	49,651	49,299	11.1	50.7	.45	1	F	—	——
	Provo Daily Herald	—	27,700	27,527	6.2	56.9	.29	—	F	O	——
	Logan Herald Journal	—	11,889	11,761	2.6	59.5	.24	—	F	O	——
47.	**DAYTON**—444,700 hslds. (0.6% of U.S.) SMSA's in ADI: Dayton (45), Lima (161)†, Springfield, OH (176)										
	ABC audited newspapers										
	Dayton News	SF	221,919	215,116	48.4	48.4	2.88	1	P-L	P	42
	Springfield News Sun	SF	43,997	42,010	9.4	57.8	2.88	1	P-L	P	42
	Richmond Palladium-Item	GT	29,853	25,037	5.6	63.4	.45	1	F-L	O	——
	Troy Miami Valley Sun News	—	13,306	13,120	3.0	66.4	.40	—	L	O	——
48.	**HARRISBURG-YORK-LANCASTER-LEBANON**—443,300 hslds. (0.6% of U.S.) SMSA's in ADI: Harrisburg (85), York (102), Lancaster (107)										
	ABC audited newspapers										
	Lancaster Sunday News	—	132,631	129,509	29.2	29.2	.74	3	P	O	——
	Harrisburg Sunday Patriot-News	NN	158,195	128,353	29.0	58.2	.86*	1	L	P	27

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
49.	**SAN ANTONIO**—436,700 hslds. (0.6% of U.S.) SMSA's in ADI: San Antonio (40)										
	ABC audited newspapers										
	San Antonio Light	HS	178,965	171,906	39.4	39.4	1.42	1	P-L-O	P	—
	San Antonio Express-News	BN	176,081	167,309	38.3	77.7	1.42	2	F	—	—
	Kerrville Daily Times	—	6,799	6,495	1.5	79.2	.155*	—	L	O	—
	Other newspapers										
	Del Rio News-Herald (S)	—	7,200	—	—	—	.19	1	—	—	—
50.	**NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON**—434,700 hslds. (0.6% of U.S.) SMSA's in ADI: Norfolk-Virginia Beach-Portsmouth (54), Newport News-Hampton (111)										
	ABC audited newspapers										
	Norfolk Virginian Pilot & Ledger Star	—	198,512	196,410	45.2	45.2	1.62	1	P	M	—
	Newport News Sunday Daily Press	SF	98,926	96,363	22.2	67.4	.88*	1	P-L	P	—
	Elizabeth City Daily Advance	LA	11,859	11,629	2.7	70.1	.28*	1	—	—	—
	Suffolk News-Herald	—	7,962	7,808	1.8	71.9	.195	1m	F	O	—
51.	**BIRMINGHAM**—426,900 hslds. (0.6% of U.S.) SMSA's in ADI: Birmingham (46), Gadsden (245)										
	ABC audited newspapers										
	Birmingham News	NN	215,682	185,590	43.5	43.5	1.38	1	P	—	—
	Gadsden Times	LA	28,415	22,207	5.2	48.7	.36	—	—	M	—
	Cullman Times	—	10,235	9,735	2.3	51.0	.18	—	—	O	—
52.	**TULSA**—408,800 hslds. (0.5% of U.S.) SMSA's in ADI: Tulsa (58), Fayetteville-Springdale (186)†										
	ABC audited newspapers										
	Tulsa World	BN	211,198	191,172	46.8	46.8	1.90	1	P-L	M	—
	Muskogee Sunday Phoenix & Times-Democrat	GT	23,935	23,018	5.6	52.4	.33	1	F	—	—
	Bartlesville Sunday Examiner-Enterprise	SD	14,646	14,396	3.5	55.9	.24*	1	F	O	—
	Fayetteville Northwest Arkansas Times	AD	11,473	10,882	2.7	58.6	.21	—	F	O	—
	McAlester News-Capital & Democrat	SD	10,585	10,093	2.5	61.1	.24	1	—	—	—
	Coffeyville Journal	GT	10,461	9,221	2.3	63.4	.32*	1	O	O	—
	Springdale News	AD	11,342	9,157	2.2	65.6	.19*	2	—	O	—
	Okmulgee Sunday Times	SD	5,083	4,954	1.2	66.8	.17*	1	—	M	—
	Other newspapers										
	Sapulpa Herald (S)	SD	8,911	—	—	—	.15*	1	—	—	—
	Pryor Daily Times (S)	LA	4,443	—	—	—	.15*	2	L	O	—
53.	**WICHITA-HUTCHINSON**—400,000 hslds. (0.5% of U.S.) SMSA's in ADI: Wichita (91)										
	ABC audited newspapers										
	Wichita Sunday Eagle & Beacon	KR	176,534	161,242	40.3	40.3	2.10	1	P	M	—
	Hutchinson News	SD	47,780	46,630	11.7	52.0	.62*	1m	L	M	—
	Salina Sunday Journal	SD	36,453	27,324	6.8	58.8	.55*	1m	L	M	—
	Hays Daily News	—	12,718	11,891	3.0	61.8	.33	1	—	—	—
54.	**GREENSBORO-WINSTON SALEM-HIGH POINT**—398,700 hslds. (0.5% of U.S.) SMSA's in ADI: Greensboro-Winston-Salem-High Point (50), Burlington, NC (244)										
	ABC audited newspapers										
	Greensboro Daily News	BN	113,934	104,445	26.2	26.2	1.19	1	P	O	—

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	GREENSBORO CONTINUED										
	Winston-Salem Journal	SF	96,376	91,606	23.0	49.2	1.26	1	P	0	—
	High Point Sunday Enterprise	LA-SF	30,704	30,481	7.6	56.8	.46	1	F	0	114-71
	Burlington Times-News	LA-SF	27,332	26,558	6.7	63.5	.33	—	—	0	114
	Asheboro Courier-Tribune	LA	13,709	13,340	3.3	66.8	.26	—	—	—	—
55.	**LITTLE ROCK**—397,100 hslds. (0.5% of U.S.) SMSA's in ADI: Little Rock-North Little Rock (96), Pine Bluff (262)										
	ABC audited newspapers										
	Little Rock Arkansas Gazette	SF	157,745	127,814	32.2	32.2	1.30	2m	P-O	P	—
	Little Rock Arkansas Democrat	BN	98,237	93,114	23.4	55.6	.80	2m	F-O	M	—
	Pine Bluff Commercial	AD	23,896	23,590	5.9	61.5	.33	—	F	0	—
	Newport Independent	LA	3,766	3,392	.9	62.4	.18	1m	—	—	63
	Other newspapers										
	Conway Log Cabin Democrat (S)	—	10,036	—	—	—	.21*	1	L	0	—
	Searcy Daily Citizen (S)	LA	5,600	—	—	—	.19	1m	—	0	—
56.	**RICHMOND**—389,000 hslds. (0.5% of U.S.) SMSA's in ADI: Richmond (66), Petersburg-Colonia Heights-Hopewell (233)										
	ABC audited newspapers										
	Richmond Times-Dispatch	SF	214,021	193,858	49.8	49.8	1.86	1	P	M	—
	Charlottesville Daily Progress	LA	28,724	25,877	6.7	56.5	.46*	2	F	0	—
	Petersburg Progress-Index	TN	24,421	24,278	6.2	62.7	.33	—	—	0	—
	Staunton News Leader	LA	19,315	17,109	4.4	67.1	.24	1	—	—	161-179
	Other newspapers										
	Petersburg Progress-Index (S)	TN	—	—	—	—	.33	—	F	0	—
57.	**FLINT-SAGINAW-BAY CITY**—384,500 hslds. (0.5% of U.S.) SMSA's in ADI: Flint (77), Saginaw (156), Bay City (234)										
	ABC audited newspapers										
	Flint Journal	—	105,918	100,962	26.3	26.3	1.12	1	F	—	49-15
	Saginaw News	NN	55,645	54,559	14.2	40.5	.81	1m	—	—	15
	Bay City Times	NN	44,302	40,770	10.6	51.1	.70	1	F-O	M	15-49
	—Detroit Free Press	KR	717,213	69,516	18.1	69.2	4.76	3	P-M-T-L	P	—
58.	**SHREVEPORT-TEXARKANA**—381,600 hslds. (0.5% of U.S.) SMSA's in ADI: Shreveport (103), Longview-Marshall (204), Texarkana (220)										
	ABC audited newspapers										
	Shreveport Times	GT	127,022	114,262	29.9	29.9	.96	1	P-L	P	134
	Longview Morning Journal	CW	34,862	34,342	9.0	38.9	.37	—	L	P	10
	Texarkana Gazette	TP	34,604	34,238	9.0	47.9	.34*	1	F	0	—
	Marshall News Messenger	BN	11,196	10,954	2.9	50.8	.28	—	—	—	—
	Mt. Pleasant Tribune	—	5,604	5,230	1.4	52.2	.15*	2	—	0	—
	Other newspapers										
	Kilgore News Herald (S)	—	6,598	—	—	—	.17*	1	F	0	—
59.	**TOLEDO**—381,500 hslds. (0.5% of U.S.) SMSA's in ADI: Toledo (51)†, Lima (161)†										
	ABC audited newspapers										
	Toledo Blade	—	210,145	196,187	51.4	51.4	1.45	2m	M	P	—

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
60.	**KNOXVILLE—363,900 hslds. (0.5% of U.S.)**										
	SMSA's in ADI: Knoxville (83)										
	ABC audited newspapers										
	Knoxville News-Sentinel	—	157,650	145,135	39.9	39.9	.92	—	P	P	——
	Morristown Citizen Tribune	LA	22,054	19,534	5.4	45.3	.40	1	—	O	147
61.	**MOBILE-PENSACOLA—344,100 hslds. (0.5% of U.S.)**										
	SMSA's in ADI: Mobile (93), Pensacola (137), Pascagoula-Moss Point (240)										
	ABC audited newspapers										
	Mobile Press-Register	NN	96,706	94,754	27.5	27.5	.95	—	P	P	121
	Pensacola News Journal	GT	70,086	66,904	19.4	46.9	.98	1	P	M	——
	Pascagoula Mississippi Press Register	NN	22,384	22,232	6.5	53.4	.33	—	P	O	——
	Fort Walton Beach Playground News	LA	20,621	20,011	5.8	59.2	.26	1m	—	—	——
62.	**DES MOINES—341,000 hslds. (0.5% of U.S.)**										
	SMSA's in ADI: Des Moines (106)										
	ABC audited newspapers										
	Des Moines Sunday Register	CW	418,217	215,433	63.2	63.2	3.82	3	M-L	M	——
63.	**SYRACUSE—340,911 hslds. (0.5% of U.S.)**										
	SMSA's in ADI: Syracuse (61), Utica-Rome (114)†										
	ABC audited newspapers										
	Syracuse Herald American/Post Standard	NN	237,556	191,445	56.2	56.2	1.82	3	P-M-L	P	——
	Auburn Citizen	LA	16,977	16,683	4.9	61.1	.30	—	L	N	144
64.	**ROANOKE-LYNCHBURG—326,800 hslds. (0.4% of U.S.)**										
	SMSA's in ADI: Roanoke (152), Lynchburg (198)										
	ABC audited newspapers										
	Roanoke Times & World-News	BN	115,355	109,959	33.6	33.6	1.12	—	P	P	——
	Lynchburg News & Advance	LA	37,971	37,633	11.5	45.1	.57*	1	—	O	161
	Danville Register	LA	23,386	22,165	6.8	51.9	.53	—	—	O	161
	Martinsville Bulletin	LA	18,668	17,091	5.2	57.1	.24	—	—	—	161
65.	**OMAHA—321,500 hslds. (0.4% of U.S.)**										
	SMSA's in ADI: Omaha (68)										
	ABC audited newspapers										
	Omaha World-Herald	CW	279,140	196,984	61.3	61.3	2.02	1	L	M	——
	Council Bluffs Sunday Nonpareil	TN	21,084	20,667	6.4	67.7	.28	—	F	O	——
	Nebraska City News Press	BN	4,075	3,655	1.1	68.8	.16*	—	—	—	97
	—Des Moines Sunday Register	CW	418,217	18,436	5.7	74.5	3.82	3	M-L	M	——
66.	**FRESNO—319,600 hslds. (0.4% of U.S.)**										
	SMSA's in ADI: Fresno (82)										
	ABC audited newspapers										
	Fresno Bee	CW	145,982	144,313	45.2	45.2	1.13*	3	P-O	M	——
67.	**GREEN BAY—319,000 hslds. (0.4% of U.S.)**										
	SMSA's in ADI: Appleton-Oshkosh (136), Green Bay (191)										
	ABC audited newspapers										
	Green Bay Sunday Press-Gazette	SF	69,492	65,298	20.5	20.5	.53*	1	F-L	P	——

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	GREEN BAY CONTINUED										
	Appleton Sunday Post-Crescent	CW	58,295	57,623	18.1	38.6	.72	—	P	P	——
	Oshkosh Northwestern	—	29,338	28,687	9.0	47.6	.43*	1	F	O	——
	Fond du Lac Reporter	TN	22,598	19,683	6.2	53.8	.30	—	—	O	——
	Manitowoc Herald-Times-Reporter	TN	17,812	17,292	5.4	59.2	.26	—	L	O	——
	—Milwaukee Journal	MN	533,132	39,769	12.5	71.7	3.50	3m	M	M	——
68.	**JACKSONVILLE**—318,800 hslds. (0.4% of U.S.) SMSA's in ADI: Jacksonville (55)										
	ABC audited newspapers										
	Jacksonville Florida Times-Union	BN-PF	186,440	173,276	54.4	54.4	2.11	—	P	M	——
69.	**ROCHESTER, NY**—315,400 hslds. (0.4% of U.S.) SMSA's in ADI: Rochester, NY (39)†										
	ABC audited newspapers										
	Rochester Democrat & Chronicle	GT	228,493	213,004	67.5	67.5	2.35	3	M	M	——
70.	**CEDAR RAPIDS-WATERLOO**—299,200 hslds. (0.4% of U.S.) SMSA's in ADI: Cedar Rapids (181), Waterloo-Cedar Falls (213), Dubuque (259)										
	ABC audited newspapers										
	Cedar Rapids Gazette	BN	75,686	74,413	24.9	24.9	.63	—	P	P	——
	Waterloo Courier	SK	56,517	52,487	17.5	42.4	.60	1	F	O	163
	Dubuque Telegraph-Herald	BN	41,963	37,484	12.5	54.9	.56	1	F	O	——
	—Des Moines Sunday Register	CW	418,217	70,533	23.6	78.5	3.82	3	M-L	M	——
71.	**SPOKANE**—294,100 hslds. (0.4% of U.S.) SMSA's in ADI: Spokane (110)										
	ABC audited newspapers										
	Spokane Spokesman-Review	CW	123,388	115,063	39.1	39.1	1.11*	1	P-M	M	——
	Wenatchee World	BN	29,816	29,095	9.9	49.0	.31*	—	F	O	171
	Other newspapers										
	Lewiston Morning Tribune (S)	BN	26,902	—	—	—	.40*	1	F	O	171
72.	**JOHNSTOWN-ALTOONA**—291,100 hslds. (0.4% of U.S.) SMSA's in ADI: Johnstown (135), Altoona (205)										
	ABC audited newspapers										
	Johnstown Sunday Tribune-Democrat	—	42,435	40,063	13.8	13.8	.51	1	F-L	O	——
	—Pittsburgh Press Sunday Edition	—	665,841	42,336	14.5	28.3	4.07	—	P-M-L	M	——
73.	**SPRINGFIELD-DECATUR-CHAMPAIGN**—291,000 hslds. (0.4% of U.S.) SMSA's in ADI: Springfield, IL (163), Champaign-Urbana-Rantoul (194), Decatur (207)										
	ABC audited newspapers										
	Springfield State Journal-Register	BN	72,922	59,095	20.3	20.3	.80	—	P	P	23
	Decatur Herald Review	BN	62,140	53,782	18.5	38.8	1.03	—	F	O	23
	Champaign-Urbana News-Gazette	TP	44,416	42,596	14.6	53.4	.57	1m	F	P	——
	Danville Commercial News	GT	33,986	27,163	9.3	62.7	.54	1	F	O	——
	Jacksonville Journal-Courier	—	17,988	10,387	3.6	66.3	.26	—	—	—	——
74.	**PADUCAH-CAPE GIRARDEAU-HARRISBURG**—287,700 hslds. (0.4% of U.S.)										
	ABC audited newspapers										
	Paducah Sun	BN	33,011	32,516	11.3	11.3	.40*	—	—	O	61

PADUCAH CONTINUED

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	Carbondale Southern Illinoisan	BN	37,573	31,553	11.0	22.3	.59*	—	F	M	—
	Cape Girardeau SE Missourian	BN	18,179	15,994	5.6	27.9	.29	—	F	—	—
	Sikeston Daily Standard	LA	11,281	10,870	3.8	31.7	.20	2m	—	O	91

75. DAVENPORT-ROCK ISLAND-MOLINE—283,200 hslds. (0.4% of U.S.)

SMSA's in ADI: Davenport-Rock Island-Moline (98)

ABC audited newspapers

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	Quad-City Times	BN	81,360	79,034	27.9	27.9	.75*	1	P-O	P	41-40-39
	Moline Dispatch	BN	37,177	36,721	13.0	40.9	.45*	1	F-L	P	93
	Rock Island Argus	BN	23,373	22,613	8.0	48.9	.42*	1	F-L	P	93
	Burlington Hawk Eye	SD	22,126	18,828	6.6	55.5	.48	—	L	O	—
	—Des Moines Sunday Register	CW	418,217	27,761	9.8	65.3	3.82	3	M-L	M	—

76. CHATTANOOGA—279,800 hslds. (0.4% of U.S.)

SMSA's in ADI: Chattanooga (90)

ABC audited newspapers

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	Chattanooga News-Free Press	LA	76,309	74,572	26.7	26.7	.60	—	—	N	—
	Chattanooga Times	BN	58,274	56,311	20.1	46.8	.50	—	P	P	—
	Cleveland Daily Banner	LA	14,662	14,378	5.1	51.9	.215*	—	—	M	147

77. SOUTH BEND-ELKHART—279,300 hslds. (0.4% of U.S.)

SMSA's in ADI: South Bend (128), Elkhart (211)

ABC audited newspapers

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	South Bend Tribune	SK	126,208	114,809	41.1	41.1	1.24*	1	P-O	P	—
	—Chicago Tribune	CT-WA	1,150,327	15,409	5.5	46.6	8.38	2	M	M	—

78. PORTLAND-POLAND SPRING—276,500 hslds. (0.4% of U.S.)

SMSA's in ADI: Portland, ME (148), Lewiston-Auburn (247)

ABC audited newspapers

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	Portland Maine Sunday Telegram	LA	113,785	94,730	34.3	34.3	.93	—	P	P	—
	Claremont Eagle Times	LA	10,610	6,292	2.3	36.6	.24*	1m	—	O	—
	—Boston Globe	MN	643,960	14,283	5.2	41.8	4.25	3m	F-M	M	—

79. ALBUQUERQUE—275,130 hslds. (0.4% of U.S.)

SMSA's in ADI: Albuquerque (97)

ABC audited newspapers

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	Albuquerque Journal	BN-SK	119,589	112,347	40.8	40.8	1.10	—	P-L	P	—
	Santa Fe New Mexican	GT	22,143	21,410	7.8	48.6	.31	1	F	O	—
	Durango-Cortez Herald	BN	8,274	7,161	2.6	51.2	.27	1	F	—	—

80. YOUNGSTOWN—262,700 hslds. (0.3% of U.S.)

SMSA's in ADI: Youngstown-Warren (74)

ABC audited newspapers

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	Youngstown Vindicator	SK	150,643	136,513	52.0	52.0	.84*	—	P-L	P	—
	Warren Tribune Chronicle	LA	44,809	42,926	16.3	68.3	.48	1	F	M	35

81. SPRINGFIELD, MO—251,800 hslds. (0.3% of U.S.)

SMSA's in ADI: Springfield, MO (158)

ABC audited newspapers

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	Springfield News & Leader	GT	83,468	81,057	32.2	32.2	1.00	2	P	O	—

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
82.	**WEST PALM BEACH—251,200 hslds. (0.3% of U.S.)** SMSA's in ADI: West Palm Beach-Boca Raton (70)										
	ABC audited newspapers										
	West Palm Beach Post-Times	SF-PF	118,042	116,253	46.3	46.3	1.27	1	P	O	—
	Fort Pierce News Tribune	LA	15,497	14,691	5.8	52.1	.25	—	F-L	O	—
	Stuart News	SK	13,595	12,799	5.1	57.2	.31	1	—	—	—
	Boca Raton News	US-KR	13,383	12,690	5.1	62.3	.35	1	—	—	159
	—Miami Herald	KR-PF	524,671	41,677	16.6	78.9	6.14	3	L	M	—
	—Fort Lauderdale News & Sun Sentinel	CW-PF	159,100	15,798	6.3	85.2	1.82*	1	P-T	M	—
	Other newspapers										
	Palm Beach Daily News (S)	SF	8,220	—	—	—	.72*	1	—	—	—
83.	**JACKSON, MS—249,300 hslds. (0.3% of U.S.)** SMSA's in ADI: Jackson, MS (125)										
	ABC audited newspapers										
	Jackson Clarion Ledger-Daily News	LA	111,858	88,858	35.6	35.6	.82*	—	P	P	—
	Vicksburg Post	BN	15,153	13,928	5.6	41.2	.21	—	F	—	—
	Other newspapers										
	Yazoo Daily Herald (S)	MM	3,500	—	—	—	.16	—	—	—	—
84.	**BRISTOL-KINGSPORT-JOHNSON CITY—248,400 hslds. (0.3% of U.S.)** SMSA's in ADI: Johnson City-Kingsport-Bristol (88)										
	ABC audited newspapers										
	Kingsport Times-News	—	42,397	42,175	17.0	17.0	.47*	1	F	M	—
	Bristol Herald-Courier	BN	37,182	36,266	14.6	31.6	.38	—	—	—	—
	Johnson City Press-Chronicle	BN	29,619	28,672	11.5	43.1	.31	—	F	M	155
	Other newspapers										
	Elizabethton Star (S)	GA	9,000	—	—	—	.22	—	L	—	—
85.	**LINCOLN-HASTINGS-KEARNEY—243,100 hslds. (0.3% of U.S.)** SMSA's in ADI: Lincoln (169)										
	ABC audited newspapers										
	Lincoln Journal & Star	SF	69,921	63,640	26.2	26.2	.88*	—	P	P	—
	—Omaha World-Herald	CW	279,140	55,505	22.8	49.0	2.02	1	L	M	—
86.	**SPRINGFIELD, MA—225,500 hslds. (0.3% of U.S.)** SMSA's in ADI: Springfield-Chicopee-Holyoke (69)										
	ABC audited newspapers										
	Springfield Republican	NN	143,782	128,456	57.0	57.0	.96	1	P-O	M	—
	—New York Sunday News	NY-WA-CW	2,610,917	14,717	6.5	63.5	14.14	2	M-O	M	—
87.	**EVANSVILLE—223,900 hslds. (0.3% of U.S.)** SMSA's in ADI: Evansville (121), Owensboro (263)										
	ABC audited newspapers										
	Evansville Sunday Courier and Press	SK	117,504	105,335	47.0	47.0	.82	1	P-L	P	—
	Owensboro Messenger-Inquirer	SK	32,148	29,036	13.0	60.0	.32*	1	F	O	—
	Henderson Gleaner	SK	12,059	11,634	5.2	65.2	.27	1	—	—	—

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
88.	**LEXINGTON**—220,200 hslds. (0.3% of U.S.)										
	SMSA's in ADI: Lexington-Fayette (120)										
	ABC audited newspapers										
	Lexington Sunday Herald-Leader	KR	101,786	89,133	40.5	40.5	1.22	1	P	P	—
	Danville Kentucky Advocate	LA	11,012	10,377	4.7	45.2	.20	1	L	N	—
	—Louisville Courier-Journal	—	346,631	19,832	9.0	54.2	3.13	3	M-L	M	—
89.	**PEORIA**—213,900 hslds. (0.3% of U.S.)										
	SMSA's in ADI: Peoria (100), Bloomington-Normal (225)										
	ABC audited newspapers										
	Peoria Journal Star	CW	119,900	103,583	48.4	48.4	.86	—	P	M	—
	Bloomington Pantagraph	LA	50,390	38,144	17.8	66.2	.74*	3	F	O	—
90.	**BURLINGTON-PLATTSBURGH**—209,000 hslds. (0.3% of U.S.)										
	ABC audited newspapers										
	Burlington Free Press	GT	36,284	35,116	16.8	16.8	.75	1	F-O	O	—
	Rutland Herald	LA	17,330	15,317	7.3	24.1	.29	1	—	—	124-168
	Barre-Montpelier Times-Argus	LA	11,441	11,175	5.3	29.4	.23*	1	L	O	124-168
	—New York Sunday News	NY-WA-CW	2,610,917	14,834	7.1	36.5	14.14	2	M-O	M	—
91.	**TUCSON**—207,570 hslds. (0.3% of U.S.)										
	SMSA's in ADI: Tucson (78)										
	ABC audited newspapers										
	Tucson Daily Star	GT	122,538	117,949	56.8	56.8	1.07*	—	P	M	—
92.	**AUSTIN, TX**—204,900 hslds. (0.3% of U.S.)										
	SMSA's in ADI: Austin (76)										
	ABC audited newspapers										
	Austin American-Statesman	CW	133,280	121,783	59.4	59.4	1.08*	—	P-L	P	10
	San Marcos Record	—	3,876	3,584	1.7	61.1	.19*	—	L	O	—
93.	**SIOUX FALLS-MITCHELL**—201,800 hslds. (0.3% of U.S.)										
	SMSA's in ADI: Sioux Falls (243)										
	ABC audited newspapers										
	Sioux Falls Argus Leader	GT	54,253	50,643	25.1	25.1	.80*	1	P	M	—
	Aberdeen American News	KR	23,248	17,768	8.8	33.9	.34	1	F	O	—
	Huron Daily Plainsman	BN	14,084	13,400	6.6	40.5	.21*	1	F	O	—
	—Minneapolis Sunday Tribune	CW	610,744	13,374	6.6	47.1	4.92*	1	M	O	—
94.	**GREENVILLE-NEW BERN-WASHINGTON**—200,600 hslds. (0.3% of U.S.)										
	ABC audited newspapers										
	Greenville Reflector	GA	15,192	14,968	7.5	7.5	.22	—	F	O	—
	Kinston Free Press	LA	12,720	12,456	6.2	13.7	.20	—	—	M	47
	Roanoke Rapids Sunday Herald	—	10,397	7,704	3.8	17.5	.17	2m	L	O	—
	—Raleigh News & Observer/Raleigh Times	BN	162,951	42,367	21.1	38.6	1.65	—	L	P	123

Rank	ADI Name Newspaper	Rep	Total circ	ADI circ	ADI cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
95.	**COLUMBIA, SC**—197,900 hslds. (0.3% of U.S.) SMSA's in ADI: Columbia, SC (109)										
	ABC audited newspapers										
	Columbia State	SK	120,562	92,643	46.8	46.8	1.36*	1	L	P	—
	Orangeburg Times & Democrat	LA	15,511	14,677	7.4	54.2	.29	—	—	—	135
96.	**FORT WAYNE**—196,900 hslds. (0.3% of U.S.) SMSA's in ADI: Fort Wayne (101), Lima (161)†										
	ABC audited newspapers										
	Fort Wayne Journal-Gazette	BN	103,735	91,455	46.4	46.4	.74	1	P	M	—
97.	**LANSING**—194,100 hslds. (0.3% of U.S.) SMSA's in ADI: Lansing-East Lansing (87)†, Jackson, MI (200)										
	ABC audited newspapers										
	Lansing State Journal	GT	78,788	72,080	37.1	37.1	.82*	1	F	M	55
	Jackson Citizen Patriot	NN	41,363	39,087	20.1	57.2	.70	1	F	O	5-15
	—Detroit Free Press	KR	717,213	27,006	13.9	71.1	4.76	3	P-M-T-L	P	—
98.	**BATON ROUGE**—193,800 hslds. (0.3% of U.S.) SMSA's in ADI: Baton Rouge (92)										
	ABC audited newspapers										
	Baton Rouge Sunday Advocate	BN	106,298	90,757	46.8	46.8	1.19	—	P	O	—
99.	**HUNTSVILLE-DECATUR-FLORENCE**—193,500 hslds. (0.3% of U.S.) SMSA's in ADI: Huntsville (129), Florence (222)										
	ABC audited newspapers										
	Huntsville Times	NN	56,238	52,261	27.0	27.0	.63*	1	P	P	—
	Florence Times—Tri-Cities Daily	LA	30,514	29,599	15.3	42.3	.38*	1m	F	M	133
	Decatur Daily	LA	24,576	23,992	12.4	54.7	.299	—	F	M	13
100.	**WACO-TEMPLE**—187,400 hslds. (0.2% of U.S.) SMSA's in ADI: Killeen-Temple (167), Waco (183), Bryan-College Station (264)										
	ABC audited newspapers										
	Waco Tribune-Herald	CW	55,667	48,838	26.1	26.1	.67*	—	F	P	10
	Temple Daily Telegram	TP	26,243	25,567	13.6	39.7	.35*	1	—	O	181
	Killeen Daily Herald	TP	17,668	17,174	9.2	48.9	.25*	1	—	O	181
	Other newspapers										
	Bryan Eagle (S)	BN	18,081	—	—	—	.33*	2	F	P	68-70

LEGEND TO SUNDAY NEWSPAPER CIRCULATION DATA

Market rankings and number of households: Estimated by ABC as of October, 1979. For an alphabetical list of markets, see pages 68 and 166.

ABC: Audit Bureau of Circulations.

C: Certified Audit of Circulations.

V: Verified Audit Circulation.

S: Sworn publisher's statement.

Rep: National newspaper advertising representative. Key to code is on pages 70 and 167.

Circulations: Circulation for ABC audited newspapers is as of October, 1979 based upon each paper's latest audit and is for newspapers published on Sundays only. Other circulation was supplied by the individual newspapers. Spill-in circulation of 5% coverage or better is indicated by a dash (—) preceding the newspaper at the end of the market.

Coverage: Percent of household penetration.

Cumulative Coverage: The coverage figures for the individual newspapers in each market are cumed together for easy reference.

Open Line Rate: Rates supplied by the individual newspapers or their representatives. x = newspaper is sold only in combination. Individual rates not available. z = newspaper is sold in combination but individual paper's rate is available only on request from the publisher or representative. An asterisk (*) indicates that a rate increase is expected before the end of 1980.

Newsplan: Indicates whether or not a newspaper is part of NAB's Newsplan discount program. 1 = Newspaper went from flat rate to discount. 2 = Newsplan discount is greater than previous discount. 3 = Newsplan discount is the same as the previous discount. m = Modular units are required.

Supp: F = Family Weekly; P = Parade; M = Metro Sunday; A = All In Style; L = Locally edited; O = Other; T = Travel Illustrated (suspended).

Comic section: M = Metro Sunday Comics; P = Puck; O = Other; N = None.

Group membership: Buying groups of which the newspaper is a member. A list of the groups and their assigned numbers can be found on pages 114 and 233.

Dagger (†): SMSA is in more than one ADI.

Dash (—): None; not applicable; no information available.

SECTION

4

NEWSPAPERS BY SMSA

This is the second section of vital statistics for every newspaper in a major market. All SMSA's are included, and are ranked according to ABC's household counts.

Pages 166-167—Alphabetical list of markets. Legend to data. Legend to reps.

Pages 168-232—SMSA circulation data for dailies. The papers are listed according to the circulation within each market as supplied by the Audit Bureau of Circulations as of October, 1979. Circulations for newspapers not audited by ABC were provided by the newspapers or their reps and are listed separately.

Significant spill-in circulation (5% market coverage or better) is indicated by listing the paper at the end of the market with a dash (—) preceding the data. Morning/evening combinations are listed with the morning and evening indented just below, in that order. Coverages are given for individual papers and then cumed for easy reference in building lists of papers to reach either circulation levels or penetration goals. Also given are open line rates, Newsplan and group membership data. Newspapers expecting rate increases before 1981 are asterisked.

Data for combination buys is also included. Circulation for the groups was supplied by their reps and may be more recent than figures supplied by ABC for the individual papers. Group circulation is for paid dailies only, although weeklies may be part of the buy. A listing of groups with weekly circulation is on page 234.

Pages 233-234—Group key and weekly data.

Pages 235-277—Other buying characteristics for dailies, given in the same order as the circulation data. Includes lines per page, availability of Hi-Fi, Spectacolor, zone editions, total market coverage, co-op rate, availability of audience studies. Legend is on page 235.

Pages 278-311—SMSA circulation data for Sunday papers. This year we have added the supp or comic distributed with the newspaper. Legend is on page 278.

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Akron	60
Albany-Schenectady-Troy	47
Albany, GA	250
Albuquerque	97
Alexandria, LA	208
Allentown-Bethlehem-Easton	59
Altoona	205
Amarillo	185
Anaheim-Santa Ana-Garden Grove	18
Anchorage	180
Anderson, IN	199
Ann Arbor	147
Anniston	235
Appleton-Oshkosh	136
Asheville	178
Atlanta	19
Atlantic City	154
Augusta	138
Austin, TX	76
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Bakersfield	104
Baltimore	14
Baton Rouge	92
Battle Creek	175
Bay City	234
Beaumont-Port Arthur-Orange	105
Billings	241
Biloxi-Gulfport	189
Binghamton	117
Birmingham	46
Bismarck, ND	266
Bloomington-Normal	225
Bloomington, IN	255
Boise	193
Boston-Lowell-Brockton-Lawrence-Haverhill	6
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Bridgeport-Stamford-Norwalk-Danbury	48
Brownsville-Harlingen-San Benito	190
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Columbus, OH	35
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LEGEND TO DAILY NEWSPAPER CIRCULATION DATA

Market rankings and number of households: Estimated by ABC as of October, 1979.

Dagger (†): SMSA is in more than one ADI.

ABC: Audit Bureau of Circulations.

C: Certified Audit of Circulations.

V: Verified Audit Circulation.

S: Sworn publisher's statement.

Rep: National newspaper advertising representative. Key to code is on pages 70 and 167.

Edition: M = Morning; E = Evening; ME = Morning/evening combination; AD = All day.

Circulations: Circulation for ABC audited newspapers is as of October, 1979 based upon each paper's latest audit. Other circulation was supplied by the individual newspapers. Group circulation was supplied by the rep firms and therefore may be later than that given for individual newspapers. Spill-in circulation of 5% coverage or better is indicated by a dash (—) preceding the newspaper at the end of the market.

Coverage: Percent of household penetration.

Cumulative Coverage: The coverage figures for the individual newspapers in each market are cumed together for easy reference.

Open Line Rate: Rates supplied by the individual newspapers or their representatives. x = Newspaper is sold only in combination. Individual rates not available. z = Newspaper is sold in combination but individual paper's rate is available only on request from the publisher or representative. An asterisk (*) indicates that a rate increase is expected before the end of 1980.

Newsplan: Indicates whether or not a newspaper is part of NAB's Newsplan discount program. 1 = Newspaper went from flat rate to discount. 2 = Newsplan discount is greater than previous discount. 3 = Newsplan discount is the same as the previous discount. m = Modular units are required.

Group membership: Buying group(s) of which the newspaper is a member. A list of the groups and their assigned numbers are on pages 114 and 233.

Dash (—): None; not applicable; no information available.

INDEX OF SMSA'S CONTINUED

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Miami	22
Midland	265
Milwaukee	25
Minneapolis-St. Paul	15
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Monroe	215
Montgomery	144
Muncie	219
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Orlando	63
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Riverside-San Bernardino-Ontario	28
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Springfield-Chicopee-Holyoke	69
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Springfield, MO	158
Springfield, OH	176
St. Cloud	214
St. Joseph	237
St. Louis	12
Steubenville-Weirton	188
Stockton	115
Syracuse	61
T	
Tacoma	89
Tallahassee	203

Market	Rank
Tampa-St. Petersburg	21
Terre Haute	174
Texarkana	220
Toledo	51
Topeka	172
Trenton	113
Tucson	78
Tulsa	58
Tuscaloosa	232
Tyler	230
U	
Utica-Rome	114
V	
Vallejo-Fairfield-Napa	123
Victoria	269
Vineland-Millville-Bridgeton	206
W	
Waco	183
Washington, DC	8
Waterloo-Cedar Falls	213
West Palm Beach-Boca Raton	70
Wheeling	171
Wichita	91
Wichita Falls	209
Williamsport	231
Wilmington, DE	75
Wilmington, NC	202
Worcester-Fitchburg-Leominster	62
Y	
Yakima	182
York	102
Youngstown-Warren	74

LEGEND TO NEWSPAPER REPS

AD	Arkansas Dailies
AN	American Newspaper Representatives
AP	Amalgamated Publishers
BN	Branham Newspaper Sales
CN	California Newspaper Markets
CS	Chicago Sun-Times/News
CT	Chicago Tribune
CW	Cresmer, Woodward, O'Mara & Ormsbee
DN	Drukker Newspapers
GA	General Advertising Service
GN	Georgia Newspaper Service
GT	Gannett Newspaper Sales
HH	Harte-Hanks Texas Group
HS	Hearst Advertising Service
ID	Iowa Daily Press Assn.
IN	Independent Newspaper Markets
KR	Knight-Ridder Newspaper Sales
LA	Landon Associates
LC	The Leonard Co.
LT	Los Angeles Times
MM	Mid-South Mississippi Dailies
MN	Million Market Newspapers
MP	Missouri Press Service
MR	Metropolitan Publishers Representatives
ND	Northwest Dailies
NE	Newsday
NN	Newhouse Newspapers—Metro-Suburbia
NT	New York Times
NY	New York News
NX	Nixon Newspapers
OS	Ohio Newspaper Service
PF	Publishers' Representatives of Florida
RH	Robert Hitchings & Co.
SD	Southwest Dailies
SF	Sawyer-Ferguson-Walker Co.
SK	Story & Kelly-Smith
TN	Thomson Newspapers
TP	Texas Daily Press League
US	U.S. Suburban Press
WA	Western States Associates
WD	Western Dailies

For Rep Directory see page 357.

DAILY CIRCULATION BY SMSA

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
1.	**NEW YORK**—3,581,400 hslds. (4.7% of U.S.)									
	ADI: New York (1)									
	ABC audited newspapers and group buys									
	New York Daily News	NY-WA-CW	M	1,815,441	1,153,973	32.2	32.2	11.29	2	——
	New York Post	BN	E	617,556	547,997	15.3	47.5	6.15	—	——
	New York Times	NT	M	852,160	422,069	11.8	59.3	7.00	3	——
	Westchester-Rockland Newspapers #164	GT	—	235,620	233,735	6.5	—	2.83	—	164
	Bergen County (NJ) Record	SF	E	155,258	144,504	4.0	63.3	1.20	1	——
	UNYT #158	NN	—	551,915	73,081	2.0	—	3.63	—	158
	Staten Island Advance	NN	E	72,260	71,619	2.0	65.3	.80	3	158
	Rockland Journal News	GT	E	47,312	47,083	1.3	66.6	z	1m	164
	White Plains Reporter Dispatch	GT	E	45,182	45,035	1.3	67.9	z	1m	164
	Yonkers Herald Statesman	GT	E	39,753	39,641	1.1	69.0	z	1m	164
	Westchester Today	GT	M	33,910	33,910	.9	69.9	z	1m	164
	Northern New Jersey Newspaper Network #107	LA	—	231,597	23,907	.7	—	2.49	—	107
	New Rochelle Standard Star	GT	E	15,976	15,781	.4	70.3	z	1m	164
	Mt. Vernon Argus	GT	E	14,058	14,003	.4	70.7	z	1m	164
	Peekskill Evening Star	GT	E	12,630	12,565	.4	71.1	.24*	1m	164
	Port Chester Daily Item	GT	E	13,425	12,058	.3	71.4	z	1m	164
	Mamaroneck Daily Times	GT	E	8,575	8,539	.2	71.6	z	1m	164
	Ossining Citizen Register	GT	E	8,285	8,256	.2	71.8	z	1m	164
	Tarrytown Daily News	GT	E	5,937	5,896	.2	72.0	z	1m	164
2.	**LOS ANGELES-LONG BEACH**—2,709,500 hslds. (3.6% of U.S.)									
	ADI: Los Angeles (2)									
	ABC audited newspapers and group buys									
	Los Angeles Times	LT-LC	M	1,022,899	702,499	25.9	25.9	5.36	1m	——
	Los Angeles Herald-Examiner	HS	E	306,799	251,016	9.3	35.2	3.90	2	——

New Jersey's largest Suburban Newspaper Network

NNJNN

NNJNN is a giant
part of suburban Newark
and offers the largest network
in New Jersey.

Northern New Jersey
Newspaper Network

TOTAL CIRCULATION **224,688**

NNJNN

News M/E-Paterson
Dispatch-Union City
Daily Journal-Elizabeth
Daily Record-Morris County
New Jersey Herald-Newton

Nationally Marketed by
LANDON ASSOCIATES, INC.

The growth goes on

TODAY
33% Gain in Circulation
Wake Up Westchester

TODAY circulation now

40,225

bringing our group to

235,620

(March, 1980 average paid)

All group advertising in the Westchester Rockland Newspapers is automatically included in TODAY . . . Gannett's morning newspaper "for the way they live today" in New York's northern suburbs.

The Swing is to Suburban Dailies in New York

Gannett Westchester Rockland

One Gannett Drive, White Plains N.Y. 10604 (914) 694-9300 • Represented by Gannett Newspaper Advertising Sales

LOS ANGELES CONTINUED	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
CLAN (Combined Los Angeles Newspapers) #34	—	—	139,015	125,290	5.1	—	1.25	—	34
Long Beach Independent, Press Telegram	KR	ME	139,254	123,418	4.6	39.8	1.37*	1	——
Independent	KR	M	63,479	55,641	2.1	—	x	1	——
Press Telegram	KR	E	75,775	67,777	2.5	—	x	1	——
Los Angeles Daily Breeze	SF	E	81,382	81,300	3.0	42.8	.97	1	34
West Covina San Gabriel Valley Tribune	CW	ME	67,070	66,574	2.5	45.3	.82	—	——
Tribune	CW	M	10,256	9,854	.4	—	x	—	——
Tribune	CW	E	56,814	56,720	2.1	—	x	—	——
Pasadena Star News	KR	AD	53,215	52,827	1.9	47.2	.86*	3	——
Southeast Los Angeles County Group #136	BN	—	41,434	40,715	1.5	—	.68	—	136
Santa Monica Evening Outlook	CW-US	E	36,774	36,706	1.4	48.6	.635*	3	——
Pomona Progress-Bulletin	WD	ME	43,483	27,201	1.0	49.6	.55*	1	119
Progress-Bulletin	WD	M	3,282	1,948	.1	—	x	1	119
Progress-Bulletin	WD	E	40,201	25,253	.9	—	x	1	119
Los Angeles La Opinion	—	M	30,497	25,947	1.0	50.6	.48*	2	——
Pomona-Ontario Group #119	WD	—	71,797	24,468	.9	—	.80	—	119
Glendale News Press	LA	E	19,762	19,705	.7	51.3	.22	1	58
Whittier News	BN	E	19,448	18,736	.7	52.0	.32	1	136
Huntington Park Signal	BN	E	14,501	14,489	.5	52.5	.28	1	136
San Pedro News-Pilot	SF	E	14,436	14,404	.5	53.0	.97	2	34
Los Angeles Daily Journal	—	M	16,494	10,711	.4	53.4	.35	—	——
Burbank Review	LA	E	9,202	9,164	.3	53.7	.22	1	58
Antelope Valley Daily Ledger-Gazette	TN-BN	E	9,059	8,387	.3	54.0	.19	—	——
Downey Southeast News & Downey Champion	BN	E	6,773	6,765	.2	54.2	.23	1	136
Other newspapers and group buys									
Los Angeles Valley News (V)	SF	M	229,800	229,800	—	—	1.40	2	——
Los Angeles USSPI Group #159 (A-V-C)	US	—	33,809	33,746	—	—	5.59	—	159

3. CHICAGO—2,431,700 hslds. (3.2% of U.S.)

ADI: Chicago (3)

ABC audited newspapers and group buys									
Chicago Tribune	CT-WA	AD	757,712	630,321	25.9	25.9	5.97	2	——
Chicago Sun-Times	CS	M	595,333	568,240	23.4	49.3	5.18*	2	——
Greater Chicago Newspapers #64	SF	—	137,713	127,500	5.2	—	1.74	—	64
Chicago Suburban Paddock Newspapers #33	US	—	57,148	56,785	2.3	—	1.40	—	33
Joliet Herald-News	SF	E	50,540	47,257	1.9	51.2	.65	—	64
Waukegan News-Sun	—	E	42,510	41,865	1.7	52.9	.45*	2	——
Elgin Courier-News	SF	E	37,612	37,179	1.5	54.4	.61	—	64
Aurora Beacon-News	SF	E	42,865	36,243	1.5	55.9	.63	1	64
Chicago Defender	AP	M	19,312	18,490	.8	56.7	.65	—	——
Arlington Heights Herald	US	M	12,670	12,576	.5	57.2	z	1	33-159
Gary Hammond Newspaper Unit #56	KR	—	148,370	11,417	.5	—	1.58	—	56
Mount Prospect Daily Herald	US	M	9,157	9,109	.4	57.6	z	1	33-159
Crystal Lake Herald	—	E	8,821	8,430	.3	57.9	.28*	1	——
Hoffman Estates Daily Herald	US	M	7,383	7,325	.3	58.2	z	1	33-159
Palatine Daily Herald	US	M	6,625	6,559	.3	58.5	z	1	33-159
Wheaton Daily Journal	SF	E	6,287	6,224	.3	58.8	.36	—	64
Hanover Park Daily Herald	US	M	3,860	3,823	.2	59.0	z	1	33-159
Elk Grove Village Daily Herald	US	M	3,781	3,710	.2	59.2	z	1	33-159
Des Plaines Daily Herald	US	M	3,382	3,375	.1	59.3	z	1	33-159
Rolling Meadows Daily Herald	US	M	3,024	3,005	.1	59.4	z	1	33-159
Buffalo Grove Daily Herald	US	M	2,604	2,537	.1	59.5	z	1	33-159
Wheeling Daily Herald	US	M	1,935	1,900	.1	59.6	z	1	33-159
Other newspapers and group buys									
Chicago USSPI Group #159 (A-V-C)	US	—	66,408	66,044	—	—	7.72	—	159
Chicago Daily Southtown Economist (V)	US	M	39,518	—	—	—	.47	2	——
Woodstock Daily Sentinel (S)	—	E	8,363	—	—	—	.19*	1	——

CHICAGO
Sun-Times ★★★★★

In Chicago:

Now the Sun-Times reaches more adults 18-49 than the Trib!

Food
MARINADES

They're the active spenders—the movers of Chicago's marketplace. And the daily Sun-Times reaches more of them than the other daily paper. A healthy 31% more.

Want a younger audience? The Sun-Times also covers far more 18 to 34-year-olds in the SMSA. More working women, too. In short, the Sun-Times leads the Tribune in your key demographic targets.

Daily Coverage in Chicago SMSA

	SUN-TIMES	TRIBUNE
WOMEN 18-49	40%	30%
MEN 18-49	43%	33%
ADULTS 18-49	41%	32%
WOMEN 18-34	39%	27%
MEN 18-34	44%	31%
ADULTS 18-34	41%	29%
WORKING WOMEN	40%	37%

Source: Carl J. Nelson, 1979

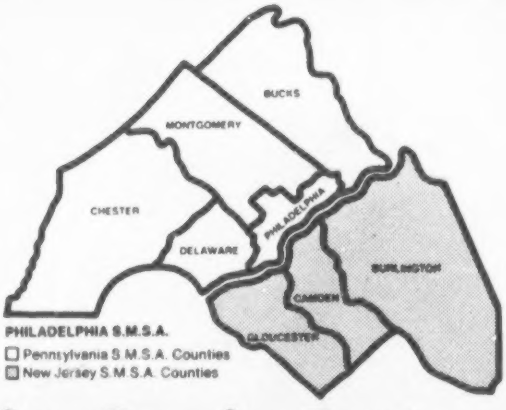
For best coverage of your prime prospects in Chicago, look to the Chicago Sun-Times. Your Sun-Times sales rep can also document our leads in the Chicago ADI.

CHICAGO
Sun-Times
The Bright One

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
4.	**PHILADELPHIA**—1,626,400 hslds. (2.2% of U.S.) ADI: Philadelphia (4)									
	ABC audited newspapers and group buys									
	Philadelphia Inquirer, News	KR	ME	644,283	572,980	35.2	35.2	6.85	3	—
	Inquirer	KR	M	416,605	357,035	22.0	—	5.30	3	—
	News	KR	E	227,678	215,945	13.3	—	3.07	3	—
	Philadelphia Bulletin	MN	E	500,059	465,855	28.6	63.8	6.21*	3	—
	Bucks Burlington Group #17	LA	—	129,208	124,205	7.6	—	1.94	—	17
	Camden Courier Post	GT	E	122,535	120,014	7.4	71.2	1.20	1	—
	Levittown Bucks County Courier Times	LA	E	60,984	60,805	3.7	74.9	.86	—	140-17-115
	Delaware County Daily Times	LA-RH	E	44,097	43,411	2.7	77.6	.79	1	140
	Willingboro Burlington County Times	LA-RH	E	40,675	40,495	2.5	80.1	.68	—	17-140
	West Chester Daily Local News	LA	E	34,145	33,683	2.1	82.2	.50*	1	140-115
	Norristown Times Herald	RH-LA	E	31,368	31,128	1.9	84.1	.49	—	140
	Woodbury Gloucester County Times	LA-HH	E	25,087	24,749	1.5	85.6	.49	1m	140-137
	Pottstown Mercury	LA	M	30,116	23,870	1.5	87.1	.47	1	140
	Doylestown Intelligencer	LA-RH	E	23,161	22,905	1.4	88.5	.52	—	140-17-115
	Lansdale Reporter	LA-US-RH	E	19,559	19,435	1.2	89.7	.38*	—	140-159-115
	Coatesville Record	LA	E	8,292	7,974	.5	90.2	.28	1	140-115-159
	Quakertown Free Press	LA-US	E	7,607	7,278	.4	90.6	.39	1	140-115-159
	Phoenixville Evening Phoenix	LA-RH	E	7,166	7,109	.4	91.0	.26*	—	—
	Other newspapers and group buys									
	Pennsylvania Newspaper Network #115 (A-S)	LA	—	990,896	226,912	—	—	15.68	—	115
	SPAN (Suburban Phila. Area Newspapers) #140 (A-S)	LA	—	378,997	366,730	—	—	5.28	—	140

When buying Philadelphia don't overlook South Jersey.

The South Jersey tri-county is 20% of the Philadelphia S.M.S.A.; 20% of the nation's fourth largest market! South Jersey is larger and richer than major U. S. cities such as Dallas, Boston, Miami, San Francisco, Washington D.C., Cleveland and New Orleans. There are 334,000 households in the tri-county; over a million people. You can reach them in the Courier Post. Daily and Sunday.



The Daily & Sunday Courier Post
cover the South Jersey portion of the Philadelphia S.M.S.A.

THE COURIER POST, CAMDEN, NEW JERSEY 08101. A GANNETT NEWSPAPER SERVING SOUTH JERSEY.
REPRESENTED BY GANNETT NEWSPAPER ADVERTISING SALES.

In Philadelphia, The Bulletin delivers the "at home" reader. And the "at home" reader delivers the sales.

The 1979 Belden Study of Shoppers Who Read Philadelphia Newspapers is providing "landmark" findings for advertisers searching for a quality audience.

It compares daily "at home" readers versus "out of home" readers.

With these results:

"At home" readers spend 26% more time with their newspapers.

"At home" readers are more involved with their newspapers — take specific action like clipping an ad or coupon. (84% versus 70%).

"At home" readers make more purchases. (79% versus 65%).

"At home" readers "shop the ads" more often. (46% versus 30%).

"At home" readers make more trips to advertiser stores. (73% versus 58%).

58% of all shoppers who read a Philadelphia newspaper at home read The Bulletin.

That's in the 8-County Metropolitan Area (SMSA) — where The Bulletin's circulation lead over the Inquirer is 108,820. And 90% of Bulletin readers read The Bulletin at home.

The Bulletin delivers the "at home" reader and the "at home" reader delivers the sales.

That's "House Power." And in Philadelphia, only The Bulletin has it.

"Keep on delivering shoppers, Bulletin. That's why you're Number One."

The Bulletin

Morning. Evening. Weekend. Sunday.

Member Million Market Newspapers, Inc.

PHILADELPHIA CONTINUED	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Southern New Jersey Newspaper Network #137 (A-C)	LA	—	71,803	26,269	—	—	1.35	—	137
Philadelphia USSPI Group #159 (A-C)	US	—	52,300	41,084	—	—	5.30	—	159
Hatboro Today's Spirit (C)	US	M	7,639	7,639	—	—	.45	—	159
King of Prussia Today's Post (C)	US	M	7,508	7,508	—	—	.45	—	159

5. DETROIT—1,456,900 hslds. (1.9% of U.S.)

ADI: Detroit (7)

ABC audited newspapers and group buys	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Detroit News	MN	E	631,390	601,492	41.3	41.3	4.96	2	——
Detroit Free Press	KR	M	615,168	449,242	30.8	72.1	4.47	3	——
Detroit Area Newspaper Network #43	LA	—	107,069	107,069	7.3	—	1.10	—	43
Pontiac Oakland Press	CW	E	75,805	75,472	5.2	77.3	.82	1m	——
Royal Oak Tribune	LA	E	51,083	50,702	3.5	80.8	.55	1	43
Macomb Daily	LA	E	44,415	44,173	3.0	83.8	.70*	1m	43
Gannett Michigan #55	GT	—	139,558	27,439	1.9	—	1.802	—	55
Port Huron Times Herald	GT	E	31,412	26,353	1.8	85.6	.48*	1	55
Other newspapers and group buys									
Detroit USSPI Group #159 (A-C)	US	—	105,647	105,073	—	—	6.22	—	159

6. BOSTON-LOWELL-BROCKTON-LAWRENCE-HAVERHILL—1,330,900 hslds. (1.8% of U.S.)

ADI: Boston (6)

ABC audited newspapers and group buys	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
BAND (Boston Area Newspaper Dailies) #11	LA	—	568,430	444,848	33.4	—	5.30	—	11
Boston Globe[1]	MN	AD	467,348	405,022	30.4	30.4	3.70	3m	——
Boston Herald American	HS	M	286,101	224,083	16.8	47.2	2.99	3	——
Quincy Patriot-Ledger	LA	E	75,416	75,141	5.6	52.8	.85	1	11
Lowell Sun	SK	E	54,299	52,803	4.0	56.8	.56	1	11
Brockton Enterprise	LA	E	57,391	52,664	4.0	60.8	.56	1	11
Lawrence Eagle-Tribune	SK	E	50,619	49,957	3.8	64.6	.51	1	11
Middlesex News	LA	E	44,157	39,381	3.0	67.6	.50	1	11
Salem Evening News	LA	E	30,669	30,419	2.3	69.9	.55*	1m	11
Lynn Daily Evening Item	LA-US	E	30,664	30,301	2.3	72.2	.43*	1	11-159
Haverhill Gazette	LA	E	19,570	19,469	1.5	73.7	.37	—	11
Waltham News-Tribune	LA	E	13,988	13,880	1.0	74.7	.34	1m	——
Portsmouth Herald	TN	E	18,708	13,019	1.0	75.7	.27	—	11
Gloucester Times	US	E	11,942	11,617	.9	76.6	.29	—	159
Dedham Daily Transcript	LA-US	E	10,591	10,489	.8	77.4	.44	1	11
Newburyport Daily News	—	E	9,719	9,574	.7	78.1	.29*	1	11
Peabody Times	US	E	4,943	4,911	.4	78.5	.29*	—	159
Other newspapers and group buys									
Providence Area Newspaper Network #122 (A-S)	LA	—	176,309	8,477	—	—	2.40	—	122
Boston USSPI Group #159 (A-C)	US	—	146,951	145,530	—	—	5.14	—	159
3-M Newspaper Network #149 (C)	LA-US	—	25,000	20,000	—	—	.50	—	149
Woburn Daily Times (C)	US	E	11,000	—	—	—	.21	1	——
Malden Evening News (C)	LA-US	E	8,782	—	—	—	.28	1	149-159
Medford Daily Mercury (C)	LA-US	E	7,181	—	—	—	.25	1	149-159
Wakefield Daily Item (S)	—	E	7,100	—	—	—	.21	—	——
Melrose Evening News (C)	LA-US	E	2,004	—	—	—	.21	1	149-159

7. SAN FRANCISCO-OAKLAND—1,224,200 hslds. (1.6% of U.S.)

ADI: San Francisco (5), Sacramento-Stockton (24)

ABC audited newspapers and group buys	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
San Francisco Chronicle, Examiner	SF	ME	648,038	445,941	36.4	36.4	5.49	1	——
Chronicle	SF	M	491,396	311,437	25.4	—	4.54	1	——
Examiner	SF	E	156,642	134,504	11.0	—	4.54	1	——

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[1] Circulation is based on combined morning/evening figures. The Boston Globe is now an all day newspaper.

SAN FRANCISCO CONTINUED	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Golden Gate Suburban Group #59	CN-WD	—	165,863	165,863	13.5	—	2.16	—	59
Oakland Tribune	GT	ME	164,481	159,294	13.0	49.4	1.55	1	——
Tribune	GT	M	26,010	21,745	1.8	—	x	1	——
Tribune	GT	E	138,471	137,549	11.2	—	x	1	——
San Rafael Independent Journal	CN-WD	E	45,326	43,545	3.6	53.0	.60	1	59
San Mateo Times & News Leader	WD-CN	E	43,568	43,336	3.5	56.5	.64	2	59
Hayward Daily Review	—	E	39,116	39,014	3.2	59.7	.61	—	59
Richmond-Berkeley Independent & Gazette	LA-US	E	32,493	32,381	2.6	62.3	.61	—	159
Fremont-Newark Argus	—	M	16,517	16,457	1.3	63.6	.36*	—	59
Antioch Ledger	CW-US	E	13,057	12,952	1.1	64.7	.30	—	19
Livermore Tri-Valley Herald	—	M	12,819	12,763	1.0	65.7	.33*	—	59
Other newspapers and group buys									
San Francisco USSPI Group #159 (A-V)	US	—	225,361	202,790	—	—	8.06	—	159
CCC (Contra Costa County Group) #19 (A-V)	CW-US	—	157,729	157,638	—	—	1.55	—	19
Walnut Creek Contra Costa Times (V)	US-CW	M	100,143	100,143	—	—	.90	—	——
Pleasanton Valley Times (V)	US-CW	M	30,312	30,312	—	—	.35	—	19-159
Pittsburg Post Dispatch (V)	CW	E	12,535	—	—	—	.24*	—	19
Martinez News Gazette (V)	US	M	10,201	10,201	—	—	.15	—	159-160
Alameda Times Star (V)	BN	M	8,858	—	—	—	.30	—	——
San Francisco Daily Commercial News (S)	—	M	8,200	—	—	—	.66*	—	——

8. WASHINGTON, DC—1,053,000 hslds. (1.4% of U.S.)

ADI: Washington, DC (8)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Washington Post	SF	M	560,459	490,381	46.6	46.6	5.55	2m	——
Washington Star	MN	E	328,868	309,966	29.4	76.0	3.65	3	——
Potomac News	US	E	17,158	16,346	1.6	77.6	.35	—	159
Alexandria Gazette	LA	E	15,603	15,317	1.5	79.1	.40*	—	161-142
Other newspapers and group buys									
Virginia Newspaper Network #161 (A-S)	LA	—	296,198	46,067	—	—	5.13	—	161
Suburban Washington Area Newspapers #142 (A-V-S)	LA	—	75,601	30,584	—	—	1.88	—	142
Washington USSPI Group #159 (A-V-C)	US	—	18,029	17,176	—	—	3.24	—	159
Manassas Journal Messenger (S)	LA	E	10,825	—	—	—	.23*	3	——

LEGEND TO DAILY NEWSPAPER CIRCULATION DATA

Market rankings and number of households: Estimated by ABC as of October, 1979.

Dagger (†): SMSA is in more than one ADI.

ABC: Audit Bureau of Circulations.

C: Certified Audit of Circulations.

V: Verified Audit Circulation.

S: Sworn publisher's statement.

Rep: National newspaper advertising representative. Key to code is on pages 70 and 167.

Edition: M = Morning; E = Evening; ME = Morning/evening combination; AD = All day.

Circulations: Circulation for ABC audited newspapers is as of October, 1979 based upon each paper's latest audit. Other circulation was supplied by the individual newspapers. Group circulation was supplied by the rep firms and therefore may be later than that given for individual newspapers. Spill-in circulation of 5% coverage or better is indicated by a dash (—) preceding the newspaper at the end of the market.

Coverage: Percent of household penetration.

Cumulative Coverage: The coverage figures for the individual newspapers in each market are cumed together for easy reference.

Open Line Rate: Rates supplied by the individual newspapers or their representatives. x = Newspaper is sold only in combination. Individual rates not available. z = Newspaper is sold in combination but individual paper's rate is available only on request from the publisher or representative. An asterisk (*) indicates that a rate increase is expected before the end of 1980.

Newsplan: Indicates whether or not a newspaper is part of NAB's Newsplan discount program. 1 = Newspaper went from flat rate to discount. 2 = Newsplan discount is greater than previous discount. 3 = Newsplan discount is the same as the previous discount. m = Modular units are required.

Group membership: Buying group(s) of which the newspaper is a member. A list of the groups and their assigned numbers are on pages 114 and 233.

Dash (—): None; not applicable; no information available.

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
9.	**DALLAS-FORT WORTH—943,300 hslds. (1.2% of U.S.)**									
	ADI: Dallas-Fort Worth (10)									
	ABC audited newspapers and group buys									
	Dallas Times Herald[1]	BN	E	244,702	233,071	24.7	24.7	1.88	1	——
	Dallas Morning News	CW	M	277,207	225,054	23.9	48.6	2.00	1	——
	Fort Worth Star-Telegram	SF	ME	237,458	221,708	23.5	72.1	1.70	1m	——
	Star-Telegram	SF	M	91,096	82,444	8.7	—	x	1m	——
	Star-Telegram	SF	E	146,362	139,264	14.8	—	x	1m	——
	Denton Record-Chronicle	TP	E	14,648	14,336	1.5	73.6	.26	1	159
	Garland Daily News	US	E	11,739	11,706	1.2	74.8	.355	1	99
	Irving Daily News	US	E	11,723	11,695	1.2	76.0	.33	1	159-99
	Hurst Mid Cities Daily News	US	E	8,792	8,765	.9	76.9	.27*	1	99-159
	Grand Prairie Daily News	US	E	8,000	7,989	.8	77.7	z	1	159-99
	Richardson Daily News	US	E	7,516	7,507	.8	78.5	z	1	159-99
	Other newspapers and group buys									
	Dallas USSPI Group #159 (A-V)	US	—	87,990	879,063	—	—	3.25	—	159
	News-Texan Dallas/Ft. Worth Dailies #99 (A-V)	US	—	58,396	58,312	—	—	1.89	—	99
	Plano Daily Star-Courier (V)	US	E	24,736	24,736	—	—	.21	—	159
	McKinney Courier-Gazette (V)	US	E	6,696	6,696	—	—	.16	—	159
	Terrell Tribune (V)	US	E	6,300	—	—	—	.15	1m	159
	Weatherford Democrat (S)	TP	E	6,050	—	—	—	.18*	1m	——
	Lewisville Leader (V)	US	E	5,696	5,696	—	—	.19	—	159
	Waxahachie Daily Light (V)	US-TP	E	5,401	5,401	—	—	.17	—	159
	Arlington Daily News (V)	US	E	5,092	5,092	—	—	z	—	159-99
	Mesquite Daily News (V)	US	E	4,240	4,240	—	—	.18	—	159
10.	**HOUSTON—881,200 hslds. (1.2% of U.S.)**									
	ADI: Houston (12)									
	ABC audited newspapers and group buys									
	Houston Chronicle	SF	E	323,532	291,114	33.0	33.0	2.40*	2	——
	Houston Post	BN	M	301,496	261.518	29.7	62.7	2.33*	3	——
	Conroe Montgomery County Daily Courier	US	E	9,560	9,384	1.1	63.8	.32	—	159
	Other newspapers and group buys									
	Houston USSPI Group #159 (A-V-C)	US	—	106,947	75,819	—	—	4.93	—	159
	Baytown Sun (V)	US	E	19,083	19,083	—	—	.27	—	159
	Clute Brazosport Facts (V)	US	E	18,613	18,613	—	—	.22	—	159
	Pasadena Citizen (V)	US	M	13,365	—	—	—	.30	1	——
	Rosenberg Herald-Coaster (S)	—	E	8,000	—	—	—	.20	—	——
	Angleton Times (V)	—	M	5,246	—	—	—	.17*	—	159
	Alvin Sun (V)	US	E	4,701	4,701	—	—	.15	—	159

[1] Dallas Times Herald is now an all day newspaper.

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We've made a clean sweep.

The competition is bristling. The Dallas Morning News has increased its lead over the other paper in every important category.

The Morning News is first in circulation with 39,152 more copies daily and 9,694 more copies Sunday than the competition. A total circulation of 286,781 daily and 350,820 Sunday. In Dallas County, we more than doubled their gain on Sunday and increased by 9,535 daily while the competition lost 1,107.

We continue to have a tidy lead in ad linage, too. Last year we published almost 6 million more total ad lines than the competition. Plus we ran over 600,000 more classified ads and over 6 million more classified lines. In fact, we published over 3 million total classified ads in 1979 — that's a new record.

The Morning News still takes the lead in upscale demographics, too. In fact, year after year there's only one thing we ever give the competition. And that's "the brush."

The Dallas Morning News

That extra edge.

Source: Computed from ABC Publisher's Statements 9/30/79 and 9/30/78 by Dallas News Research Department. Six-day average computed for Times Herald Publisher's Statement 9/30/78 to compare to six-day average in ABC Publisher's Statement 9/30/79. Linage figures computed by Dallas News Research Department. Represented by Cresmer, Woodward, O'Mara & Ormsbee, Inc., National: The Leonard Co., Florida, Mexico, Caribbean: Lenha Hawaii, Hawaii.
A Member of Metropolitan Sunday Newspapers, Inc.

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
11.	**NASSAU-SUFFOLK—817,500 hslds. (1.1% of U.S.)** ADI: New York (1)									
	ABC audited newspapers and group buys									
	Long Island Newsday	—	E	486,841	461,216	56.4	56.4	4.34	1m	——
	—New York Daily News	NY-WA-CW	M	1,815,441	205,639	25.2	81.6	11.29	2	——
	—New York Times	NT	M	852,160	88,691	10.8	92.4	7.00	3	——
12.	**ST. LOUIS—815,300 hslds. (1.1% of U.S.)** ADI: St. Louis (13)									
	ABC audited newspapers and group buys									
	St. Louis Globe-Democrat/Post-Dispatch #182	NN	—	520,703	452,607	55.5	—	3.37	—	182
	St. Louis Post-Dispatch	NN	E	255,773	232,234	28.5	28.5	2.35*	2	182
	St. Louis Globe-Democrat	NN	M	271,085	220,373	27.0	55.5	2.13*	2	182
	St. Louis & Illinois Metro Interurbia #130	BN	—	87,626	68,784	8.4	—	1.13	—	130
	St. Louis & Illinois Super Interurbia #131	BN	—	150,836	68,784	8.4	—	2.01	—	131
	Belleville News-Democrat	BN	E	32,231	31,756	3.9	59.4	.61*	1	130-131
	Alton Telegraph	BN	E	37,956	29,719	3.6	63.0	.43*	—	130-131
	Edwardsville Intelligencer	BN	E	8,003	7,309	.9	63.9	.18	y	130-131
13.	**PITTSBURGH—792,600 hslds. (1.0% of U.S.)** ADI: Pittsburgh (11)									
	ABC audited newspapers and group buys									
	Pittsburgh Post-Gazette, Press	SK	ME	455,234	413,910	52.2	52.2	3.80*	2	——
	Post-Gazette	SK	M	191,358	163,566	20.6	—	1.99	2	——
	Press	SK	E	263,876	250,344	31.6	—	2.49	2	——
	Beaver County Times	LA	E	43,799	43,494	5.5	57.7	.75	—	113-117-115
	Greensburg Tribune-Review	LA	M	39,779	38,858	4.9	62.6	.55*	—	113
	McKeesport Daily News	LA	E	35,878	35,468	4.5	67.1	.43*	—	113-115-117
	New Kensington Valley News-Dispatch	GT-US	E	42,104	33,830	4.3	71.4	.58*	2	159
	Washington Observer-Reporter	LA	AD	34,927	30,756	3.9	75.3	.39	—	113-117
	Monessen Valley Independent	TN	E	19,048	16,192	2.0	77.3	.26	—	152
	Latrobe Bulletin	LA	E	11,392	10,984	1.4	78.7	.22	—	117-115
	Jeanette News-Dispatch	LA	E	10,483	10,423	1.3	80.0	.16	—	113-117-115
	Other newspapers and group buys									
	Pennsylvania Newspaper Network #115 (A-S)	LA	—	990,896	178,919	—	—	15.68	—	115
	Pittsburgh ADI Newspaper Network #117 (A-S)	LA	—	322,366	178,919	—	—	3.88	—	117
	PAMM (Pittsburgh Area Major Markets) #113 (A-S)	LA	—	255,908	158,995	—	—	2.47	—	113
	Pittsburgh USSPI Group #159 (A-C)	US	—	50,579	36,237	—	—	1.98	—	159
	Irwin Daily Standard Observer (S)	—	E	14,100	—	—	—	.175	—	——
	Canonsburg Daily Notes (S)	—	E	1,545	—	—	—	.21	—	——
14.	**BALTIMORE—712,400 hslds. (0.9% of U.S.)** ADI: Baltimore (20)									
	ABC audited newspapers and group buys									
	Baltimore Sun, Evening Sun	CW	ME	346,929	325,545	45.7	45.7	2.92	—	——
	Sun	CW	M	174,784	159,742	22.4	—	x	—	——
	Sun	CW	E	172,145	165,803	23.3	—	x	—	——
	Baltimore News American	HS	E	161,994	156,678	22.0	67.7	2.07	1	——
	Maryland Newspaper Network #83	LA	—	115,642	29,146	4.1	—	2.26	—	83
	Annapolis Capital	LA-US	E	27,040	26,681	3.7	71.4	.80	—	83
	Other newspapers and group buys									
	Suburban Washington Area Newspapers #142 (A-V-S)	LA	—	75,601	26,681	—	—	1.88	—	142
	Baltimore USSPI Group #159 (A-C)	US	—	56,137	44,439	—	—	2.27	—	159

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An Independent Newspaper

St. Louis Globe-Democrat
An Independent Newspaper

524,315 combined total morning and evening circulation. 702,711 combined total Sunday and Weekend circulation.

Represented nationally by Newhouse Newspapers
Sources: ABC 12 mos. ending 9/30/79, Belden, USSPI national rate card, 3/3/80.
CPM basis: 1000-line ad, 5000-line rate, based upon total paid circulation vs. total free distribution costs.

15. MINNEAPOLIS-ST. PAUL—684,500 hslds. (0.9% of U.S.)

ADI: Minneapolis-St. Paul (14)

Rank SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Minneapolis Star, Tribune	CW	ME	465,832	351,625	51.4	51.4	4.25*	1	——
Tribune	CW	M	227,820	141,255	20.6	—	2.44	1	——
Star	CW	E	238,012	210,370	30.7	—	2.84	1	——
St. Paul Pioneer Press, Dispatch	KR	ME	218,590	184,845	27.0	78.4	2.89	3	——
Pioneer Press	KR	M	101,079	70,578	10.3	—	1.73	3	——
Dispatch	KR	E	117,511	114,267	16.7	—	2.20	3	——

16. NEWARK, NJ—674,600 hslds. (0.9% of U.S.)

ADI: New York (1)

Rank SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
UNYT #158	NN	—	551,915	408,038	60.5	—	3.63	—	158
Newark Star-Ledger	NN	M	415,127	282,605	41.9	41.9	3.04	3	158
Northern New Jersey Newspaper Network #107	LA	—	231,597	105,576	15.7	—	2.49	—	107
Jersey 2 (N.J.) #76	GT-SK-SF	—	169,571	49,404	7.3	—	1.624	—	76
Elizabeth Daily Journal	LA	E	51,490	49,190	7.3	49.2	.785	1	107
Morristown Daily Record	LA	E	48,027	45,097	6.7	55.9	.67	1	107
Bridgewater Courier News	GT-SF	E	59,032	41,969	6.2	62.1	.65*	1	76
Dover Advance	DN	E	18,389	14,284	2.1	64.2	.57	—	44
—New York Daily News	NY-WA-CW	M	1,815,441	65,741	9.7	73.9	11.29	2	——
—New York Times	NT	M	852,160	51,439	7.6	81.5	7.00	3	——

17. CLEVELAND—670,500 hslds. (0.9% of U.S.)

ADI: Cleveland (9)

Rank SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Cleveland Plain Dealer	NN	M	382,239	311,013	46.4	46.4	2.25	3	——
Cleveland Press	SK	E	305,877	291,291	43.4	89.8	2.10	2	——
Horvitz Newspapers #73	BN	—	145,167	28,868	4.3	—	1.10	—	73
Willoughby Lake County News-Herald	BN	E	28,985	28,814	4.3	94.1	.33*	1	73
Painesville Telegraph	LA	E	17,191	16,817	2.5	96.6	x	—	1,28-35
Medina County Gazette	LA	E	15,433	15,156	2.3	98.9	.30*	1	35

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*1978 Scarborough Report

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CLEVELAND CONTINUED	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Other newspapers and group buys									
Cleveland ADI Newspapers #35 (A-S)	LA	—	279,570	46,487	—	—	3.87	—	35
Rowley NN #128 (A-S)	LA	—	26,537	26,537	—	—	.80	—	128
Painesville-Chardon Unit #112 (A-S)	LA	—	26,142	25,423	—	—	.46	—	112
18. ANAHEIM-SANTA ANA-GARDEN GROVE—649,800 hslds. (0.9% of U.S.)									
ADI: Los Angeles (2)									
ABC audited newspapers and group buys									
Orange County Metro Group (CA) #110	SK	—	225,749	214,801	33.1	—	1.78	—	110
Santa Ana Register	SK	ME	207,173	197,112	30.3	30.3	1.59	1	110
Register	SK	M	94,506	85,431	13.1	—	x	1	110
Register	SK	E	112,667	111,581	17.2	—	x	1	110
Orange Coast Daily Pilot	CW	E	44,974	44,842	6.9	37.2	.60	—	——
Fullerton Daily News Tribune	WD-US	E	23,317	23,239	3.6	40.8	.34*	1m	——
Anaheim Bulletin	SK	E	14,727	14,648	2.3	43.1	z	1	110
San Clemente Sun-Post	LA-US	E	7,234	7,052	1.1	44.2	.21	—	159
La Habra-Brea Star Progress	SK	E	4,994	4,213	.6	44.8	z	1	110
—Los Angeles Times	LT-LC	M	1,022,899	160,338	24.7	69.5	5.86	1m	——
Other newspapers and group buys									
Anaheim USSPI Group #159 (A-V)	US	—	30,191	29,981	—	—	2.97	—	159
19. ATLANTA—635,700 hslds. (0.8% of U.S.)									
ADI: Atlanta (16)									
ABC audited newspapers and group buys									
Atlanta Constitution, Journal	MN	ME	435,648	348,311	54.8	54.8	2.90	1m	——
Constitution	MN	M	216,269	166,449	26.2	—	2.00	1m	——
Journal	MN	E	219,379	181,862	28.6	—	2.00	1m	——
Marietta Daily Journal	LA-US	E	24,963	24,727	3.9	58.7	.41	—	——
Gwinnett Daily News	US	E	15,957	15,719	2.5	61.2	.25	1	159
Other newspapers and group buys									
Atlanta USSPI Group #159 (A-C)	US	—	40,682	40,364	—	—	3.90	—	159
20. SAN DIEGO—598,400 hslds. (0.8% of U.S.)									
ADI: San Diego (29)									
ABC audited newspapers and group buys									
San Diego Union, Tribune	SF	ME	330,139	326,053	54.5	54.5	2.66	1	——
Union	SF	M	199,474	195,844	32.7	—	z	1	——
Tribune	SF	E	130,665	130,209	21.8	—	z	1	——
North County Combo #178	CW	—	57,794	55,718	9.3	—	.76	—	178
Escondido Times-Advocate	CW	E	30,967	30,845	5.2	59.7	.40	1m	178
Oceanside Blade-Tribune	CW-US	E	24,991	24,873	4.2	63.9	.37	1m	178-159
El Cajon Daily Californian	WD-US	E	14,273	14,219	2.4	66.3	.378	1	——
—Los Angeles Times	LT-LC	M	1,022,899	37,677	6.3	72.6	5.86	1m	——

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ORANGE COAST DAILY PILOT

SAN DIEGO CONTINUED

SAN DIEGO CONTINUED	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Other newspapers and group buys									
San Diego USSPI Group #159 (A-V-C)	US	—	24,604	24,542	—	—	2.84	—	159
Vista Press (S)	US	E	7,800	—	—	—	.27*	1	——
San Diego Daily Transcript (S)	—	M	6,300	—	—	—	.57*	1	——

21. TAMPA-ST. PETERSBURG—583,000 hslds. (0.8% of U.S.)

ADI: Tampa-St. Petersburg (17)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
St. Petersburg Times, Independent	SK	ME	236,574	227,024	38.9	38.9	1.75*	1	——
Times	SK	M	198,542	189,100	32.4	—	1.55	1	——
Independent	SK-PF	E	38,032	37,924	6.5	—	.48	1	——
Tampa Tribune, Times	SF-PF	ME	204,428	161,539	27.7	66.6	1.62	1	——
Tribune	SF-PF	M	180,434	137,943	23.7	—	1.56	1	——
Times	SF-PF	E	23,994	23,596	4.0	—	.56	1	——
Tampa-St. Petersburg ADI Newspaper Group #145	BN-PF	—	155,053	39,360	6.8	—	1.86	—	145
Clearwater Sun[1]	BN-PF	E	39,044	38,900	6.7	73.3	.53	—	145

22. MIAMI—553,600 hslds. (0.7% of U.S.)

ADI: Miami (15)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Miami Herald, News	KR-PF	ME	489,850	324,240	58.6	58.6	6.01	3	——
Herald	KR-PF	M	420,530	259,025	46.8	—	5.25	3	——
News	KR-PF	E	69,320	65,215	11.8	—	1.56	3	——
Homestead South Dade News Leader	LA	E	13,414	13,224	2.4	61.0	.42	—	——
Other newspapers and group buys									
Miami Diario Las Americas (S)	—	M	55,443	—	—	—	.70	3	——
Miami Review (S)	—	M	5,000	—	—	—	.86	—	——

23. SEATTLE-EVERETT—527,900 hslds. (0.7% of U.S.)

ADI: Seattle-Tacoma (18)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Seattle Times[2]	CW	E	251,928	235,599	44.6	44.6	2.89	3	——
Seattle Post-intelligencer	HS	M	194,966	141,670	26.8	71.4	1.96*	2	——
Everett Herald	BN	E	54,236	52,254	9.9	81.3	.52*	—	——
Other newspapers and group buys									
Seattle USSPI Group #159 (V)	US	—	57.105	57,105	—	—	4.33	—	159
Bellevue Daily Journal American (V)	—	M	28,906	—	—	—	.79	—	——

24. DENVER-BOULDER—519,400 hslds. (0.7% of U.S.)

ADI: Denver (22)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Denver Post	SF	E	265,522	218,723	42.1	42.1	1.67	2	——
Denver Rocky Mountain News	SK	M	255,386	215,119	41.4	83.5	1.55*	1	——
Boulder Daily Camera	KR	E	26,409	25,923	5.0	88.5	.37*	1	——
Longmont Times Call	BN	E	15,540	13,459	2.6	91.1	.24	1	——

25. MILWAUKEE—481,500 hslds. (0.6% of U.S.)

ADI: Milwaukee (26)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Milwaukee Sentinel, Journal	MN	ME	492,876	401,131	83.3	83.3	3.35	3m	——
Sentinel	MN	M	163,429	112,429	23.3	—	1.50	3m	——
Journal	MN	E	329,447	288,702	60.0	—	2.45	3m	——

[1] Now a morning newspaper.

[2] Became an all day newspaper in February, 1980.

MILWAUKEE CONTINUED

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Waukesha Freeman	—	E	25,080	24,217	5.0	88.3	.38	1	170
West Bend News	AN-US	E	10,294	9,829	2.0	90.3	.22	1	159
Other newspapers and group buys									
Milwaukee USSPI Group #159 (A-C)	US	—	10,513	10,035	—	—	3.47	—	159

26. CINCINNATI—467,300 hslds. (0.6% of U.S.)

ADI: Cincinnati (25)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Cincinnati Enquirer/Post #183	GT	—	368,883	322,603	69.0	—	2.507	—	183
Cincinnati Post	GT	E	181,842	165,824	35.5	35.5	1.40	3	183
Cincinnati Enquirer	GT	M	186,991	156,779	33.5	69.0	1.55	3	183

27. KANSAS CITY—462,400 hslds. (0.6% of U.S.)

ADI: Kansas City (27)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Kansas City Times, Star	CW	ME	621,577	516,652	111.7	111.7	4.22	1m	——
Times	CW	M	324,017	265,218	57.4	—	3.05	1m	——
Star	CW	E	297,560	251,434	54.4	—	2.83	1m	——
Kansas City Kansan	BN	E	21,535	21,076	4.6	116.3	.49	1	——
Other newspapers and group buys									
Kansas City USSPI Group #159 (V-C)	US	—	21,240	21,240	—	—	1.97	—	159
Independence Examiner (V)	—	E	16,797	—	—	—	.39	1	——
Olathe Daily News (S)	—	M	10,290	—	—	—	.24	1m	——

28. RIVERSIDE-SAN BERNARDINO-ONTARIO—458,700 hslds. (0.6% of U.S.)

ADI: Los Angeles (2), Phoenix (33), Palm Springs (186)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Riverside Enterprise, Press	SF	ME	98,683	98,427	21.5	21.5	.96	1	——
Enterprise	SF	M	64,502	64,335	14.0	—	.72	1	——
Press	SF	E	34,181	34,092	7.4	—	.72	1	——
San Bernardino Sun	GT	M	79,982	79,222	17.3	38.8	.88	1	——
Pomona-Ontario Group #119	WD	—	71,797	45,296	9.9	—	.80	—	119
Ontario Daily Report	WD	E	32,221	31,997	7.0	45.8	.45	1	119
Palm Springs Desert Sun	BN	E	19,815	19,310	4.2	50.0	.36	1	——
Victor Valley Press	WD	E	12,708	12,519	2.7	52.7	.26	1	——
Indio News	BN	E	8,023	7,955	1.7	54.4	.25	—	——
—Los Angeles Times	LT-LC	M	1,022,899	47,068	10.3	64.7	5.86	1m	——
Other newspapers and group buys									
Barstow Desert Dispatch (S)	—	E	7,660	—	—	—	.19	—	——

29. PHOENIX—452,600 hslds. (0.6% of U.S.)

ADI: Phoenix (33)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Phoenix Arizona Republic, Gazette	SK	ME	341,519	301,368	66.6	66.6	2.20	1	——
Republic	SK	M	238,350	200,664	44.3	—	1.75	1	——
Gazette	SK	E	103,169	100,704	22.3	—	1.57	1	——
Mesa Tribune	BN	E	24,571	23,380	5.2	71.8	.28	—	6
Scottsdale Daily Progress	BN	E	17,818	17,639	3.9	75.7	.255*	1	6
Sun City News-Sun	BN	E	12,191	11,614	2.6	78.3	.23*	—	——
Other newspapers and group buys									
Arizona Golden Triangle Newspaper Group #6 (A-S)	BN	—	58,657	56,622	—	—	.57	—	6
Tempe Daily News (S)	BN	E	16,300	—	—	—	.20*	1	——

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
30.	**BUFFALO**—446,900 hslds. (0.6% of U.S.) ADI: Buffalo (28)									
	ABC audited newspapers and group buys									
	Buffalo News	SK	E	269,897	252,951	56.6	56.6	2.00	2	——
	Buffalo Courier-Express	CW	M	125,448	111,696	25.0	81.6	1.15	1	——
	NNN (Niagara County Newspaper Network) #100	GT-LA	—	65,966	64,950	14.5	—	1.15	—	100
	Niagara Falls Gazette	—	E	31,365	30,998	6.9	88.5	.45	1	——
	Tonawanda News	LA-US	E	17,405	17,181	3.8	92.3	.31	1	18-100-159
	Lockport Union Sun & Journal	LA	E	17,196	16,771	3.8	96.1	.36	1	18-100
	Other newspapers and group buys									
	Buffalo ADI Newspaper Network #18 (A-S)	GT-LA	—	215,649	65,077	—	—	3.61	—	18
	Buffalo USSPI Group #159 (A-C)	US	—	17,685	17,457	—	—	.82	—	159
31.	**PORTLAND, OR**—427,600 hslds. (0.6% of U.S.) ADI: Portland, OR (21)									
	ABC audited newspapers and group buys									
	Portland Oregonian, Journal	NN	ME	345,758	261,137	61.1	61.1	2.08*	3	——
	Oregonian	NN	M	238,985	175,796	41.1	—	z	3	——
	Journal	NN	E	106,773	85,341	20.0	—	z	3	——
	Vancouver Columbian	—	E	41,345	39,747	9.3	70.4	.80	—	——
	Other newspapers and group buys									
	Portland USSPI Group #159 (V-C)	US	—	5,923	5,923	—	—	2.30	—	159
	Oregon City Enterprise Courier (V)	US	M	5,852	—	—	—	.22*	—	159
32.	**SAN JOSE**—420,900 hslds. (0.6% of U.S.) ADI: San Francisco (5)									
	ABC audited newspapers and group buys									
	San Jose Mercury, News	KR	ME	212,657	194,088	46.1	46.1	1.82	3	——
	Mercury	KR	M	145,062	126,855	30.1	—	z	3	——
	News	KR	E	67,595	67,233	16.0	—	z	3	——
	Palo Alto Peninsula Times Tribune[1]	CW	E	64,245	33,016	7.8	53.9	.89*	1	——

[1] Redwood City Tribune and Palo Alto Times merged in April, 1979 to become the Palo Alto Peninsula Times Tribune.

Rise n'Shine

Wake up to the Buffalo Courier-Express

They RISE to us every week-day morning. Over 363,000 of the most upscale adults in the BIG Buffalo 8 County market. A market with $10.6 billion EBI.

They read our unique editorial sections featuring: Sports (Monday), Food (Tuesday), Business (Wednesday), Fashion/Lifestyles (Thursday), Entertainment (Friday and Saturday).

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Good Morning

Courier-EXPRESS

795 Main Street, Buffalo, New York 14240
Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee
Sources: 9/30/78 ABC Audit; "Reader Audiences of Buffalo newspapers";
S&MM 1979 SURVEY OF BUYING POWER

Rank SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
33. INDIANAPOLIS—398,700 hslds. (0.5% of U.S.)									
ADI: Indianapolis (19)									
ABC audited newspapers and group buys									
Indianapolis Star, News	MN	ME	368,509	307,244	77.1	77.1	2.93	2m	——
Star	MN	M	216,231	165,781	41.6	—	1.89	2m	——
News	MN	E	152,278	141,463	35.5	—	1.89	2m	——
SWING (Southwest Indiana Newspaper Grp.) #139	LA	—	127,806	19,117	4.8	—	1.88	—	139
Franklin Daily Journal	LA	E	12,743	12,445	3.1	80.2	.31	1	139
Central Indiana Newspaper Group #24	LA	—	52,505	10,031	2.5	—	.76	—	24
Shelbyville News	LA-US	E	10,777	9,906	2.5	82.7	.32*	1	24
Martinsville Reporter	US	E	7,050	6,599	1.7	84.4	.175	—	159
Greenfield Daily Reporter	LA	E	5,754	5,394	1.4	85.8	.20	1	139
Other newspapers and group buys									
Indianapolis USSPI Group #159 (A-V)	US	—	66,164	43,461	—	—	1.93	—	159
Lebanon Reporter (V)	US	E	6,849	6,849	—	—	.17	—	159
34. NEW ORLEANS—384,400 hslds. (0.5% of U.S.)									
ADI: New Orleans (36)									
ABC audited newspapers and group buys									
New Orleans Times Picayune, States-Item	NN	ME	327,523	280,221	72.9	72.9	1.75*	3	——
Times-Picayune	NN	M	212,592	174,700	45.4	—	1.38	3	——
States-Item	NN	E	114,931	105,521	27.5	—	1.13	3	——
Slidell Daily Sentry News	—	M	5,024	4,930	1.3	74.2	.18	—	——
35. COLUMBUS, OH—373,100 hslds. (0.5% of U.S.)									
ADI: Columbus, OH (32)									
ABC audited newspapers and group buys									
Columbus Citizen-Journal, Dispatch	CW	ME	310,747	278,959	74.8	74.8	1.64	1	——
Citizen-Journal	CW	M	110,000	93,970	25.2	—	.70	1	——
Dispatch	CW	E	200,747	184,989	49.6	—	1.17	1	——
Lancaster Eagle-Gazette	TN	E	18,436	17,851	4.8	79.6	.30	—	——
Other newspapers and group buys									
Circleville Herald (S)	OS	E	9,652	—	—	—	.24*	—	——
Delaware Gazette (S)	OS-AR	E	9,300	—	—	—	.24*	—	——
Madison Press (S)	AN-OS	E	6,400	—	—	—	.20	1	——
36. FORT LAUDERDALE-HOLLYWOOD—364,200 hslds. (0.5% of U.S.)									
ADI: Miami (15)									
ABC audited newspapers and group buys									
Ft. Lauderdale Sun-Sentinel, News[1]	CW-PF	ME	153,349	136,592	37.5	37.5	1.82*	1	——
Sun-Sentinel[1]	CW-PF	M	46,046	32,336	8.9	—	z	1	——
News	CW-PF	E	107,303	104,256	28.6	—	z	1	——
Hollywood Sun Tattler	SK-PF	E	42,715	42,008	11.5	49.0	.50	1	——
—Miami Herald, News	KR-PF	ME	489,850	90,239	24.8	73.8	5.25	3	——
37. HARTFORD-NEW BRITAIN-BRISTOL—361,800 hslds. (0.5% of U.S.)									
ADI: Hartford-New Haven (23)									
ABC audited newspapers and group buys									
Hartford Courant	MN	M	210,771	192,254	53.1	53.1	1.39	—	——
New Central Connecticut Group #98	LA	—	248,127	124,727	34.5	—	2.55	—	98
Mid-Conn. Group #87	LA	—	112,412	81,445	22.5	—	1.20	—	87

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[1] Ft. Lauderdale Sun-Sentinel was formerly the Pompano Beach Sun-Sentinel. Figures shown here reflect circulation prior to the change.

HOW DID WE GET TO BE SO BIG?

FORT LAUDERDALE NEWS

Sun-Sentinel

MARKET GROWTH:
The South Florida Market (Broward, South Palm Beach County area), ranks 2nd in the nation in per capita retail sales among the top 50 major markets.*

*S&MM Survey of Buying Power, '79

ADVERTISING GROWTH:
The FORT LAUDERDALE NEWS ranks 4th in the nation in total advertising linage among all 7-day newspapers, putting it ahead of the 7th-ranking Miami Herald by 12,525,935 lines.*

The SUN-SENTINEL (5 days a week) ranks 10th in the nation in total advertising linage among all 6-day morning newspapers.*

*Media Records, '79

CIRCULATION GROWTH:
For Sunday editions alone, the FORT LAUDERDALE NEWS/SUN-SENTINEL posted the largest circulation gain in Florida—up 23,408, or 13.1% over 1979 (ABC Publishers' Statement, 3/30/80).

READERSHIP GROWTH:	% Adults Covered	Audience (000)
FORT LAUDERDALE NEWS/SUN-SENTINEL (Net Unduplicated)	55	360
Miami Herald	22	144
Palm Beach Post-Times (Net Unduplicated)	2	13

***Fact:* The NEWS/SENTINEL combo reaches more than twice as many adult readers as all other major daily newspapers combined.**

Fort Lauderdale News/Sun-Sentinel, Tel. 305-761-4466, 101 North New River Drive East, Ft. Lauderdale, FL 33302

Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc. In Florida by Publishers Representatives of Florida.

Because We Are The Best Advertising Reach And Sell To The $5.4 Billion Retail Fort Lauderdale Primary Market!

HARTFORD CONTINUED	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
New Britain Herald	LA	E	38,571	38,203	10.6	63.7	.40*	1	98-87
Middletown Press	LA	E	20,751	20,346	5.6	69.3	.46*	1	87-98
Bristol Press	LA	E	22,949	20,049	5.5	74.8	.49	2	87-98
Manchester Journal Inquirer	LA	E	15,784	15,671	4.3	79.1	.42	—	—
38. SACRAMENTO—334,800 hslds. (0.4% of U.S.) ADI: Sacramento-Stockton (24), Reno (148)									
ABC audited newspapers and group buys									
Sacramento Bee	CW	M	179,253	143,594	42.9	42.9	1.43*	—	—
Sacramento Union	BN	M	105,225	94,947	28.4	71.3	1.08*	3	—
Northern Californian Mainline Market #105	BN	—	196,386	86,138	25.7	—	1.87	—	105
Woodland Democrat	WD	E	12,212	11,771	3.5	74.8	.22	—	—
Roseville Press-Tribune	US	E	9,628	9,567	2.9	77.7	.25	—	159
—San Francisco Examiner, Chronicle	SF	ME	648,038	18,898	5.6	83.3	4.54	1	—
Other newspapers and group buys									
Sacramento USSPI Group #159 (A-V)	US	—	10,744	10,676	—	—	1.42	—	159
Davis Enterprise (S)	—	E	7,200	—	—	—	.20	—	—

AS SACRAMENTO GROWS, SO GROWS THE BEE.

B
© WALT DISNEY

Metropolitan Sacramento's population is going to grow faster in 1980 than the metro areas of San Francisco — Oakland or San Jose*. And Sacramento's #1 newspaper is going to grow right along with it. Nobody circulates like The Bee.
*Source: UCB Forecast 1980 — Metropolitan Areas

DATE*	DAILY	SUNDAY
9/30/77	176,221	208,268
9/30/78	176,604	210,360
9/30/79	186,454	216,650
Gain over 1978-	9,850	6,290
Gain over 1977-	10,233	8,382

*Source: Circulation — ABC's Publisher's Statements for six months ending 9/30/77 and '79; ABC's Publisher's Statement for period 4/18/78 to 9/30/78; Compilation by Bee Marketing.

THE BEE IS #1 AND GROWING.

McClatchy Newspapers—Cresmer, Woodward, O'Mara & Ormsbee, National Representatives

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
39.	**ROCHESTER, NY—328,500 hslds. (0.4% of U.S.)** ADI: Buffalo (28), Rochester, NY (69)									
	ABC audited newspapers and group buys									
	Rochester Democrat & Chronicle, Times-Union	GT	ME	251,854	242,643	73.9	73.9	3.001	3	——
	Democrat & Chronicle	GT	M	126,000	119,156	36.3	—	2.10	3	——
	Times-Union	GT	E	125,854	123,487	37.6	—	2.10	3	——
	Geneva Finger Lakes Times	—	E	18,561	10,413	3.2	77.1	.29*	—	——
	Other newspapers and group buys									
	Medina Daily Journal-Register (S)	LA	E	5,704	—	—	—	.15	1	——
40.	**SAN ANTONIO—325,400 hslds. (0.4% of U.S.)** ADI: San Antonio (49)									
	ABC audited newspapers and group buys									
	San Antonio Express, News	BN	ME	157,110	135,033	41.5	41.5	1.42	2	——
	Express	BN	M	81,515	65,002	20.0	—	x	2	——
	News	BN	E	75,595	70,031	21.5	—	x	2	——
	San Antonio Light	HS	E	121,880	109,972	33.8	75.3	1.27	1	——
41.	**LOUISVILLE—304,100 hslds. (0.4% of U.S.)** ADI: Louisville (43)									
	ABC audited newspapers and group buys									
	Louisville Courier-Journal, Times	—	ME	361,695	260,375	85.6	85.6	3.13	3	——
	Courier-Journal	—	M	202,562	115,399	37.9	—	1.92	3	——
	Times	—	E	159,133	144,976	47.7	—	1.83	3	——
	New Albany Tribune	TN	E	10,898	10,087	3.3	88.9	.22	—	——

THE SAN ANTONIO
EXPRESS-NEWS
HAS CIRCULATION POWER!

THE DAILY EXPRESS AND NEWS LEADS OUR COMPETITOR BY 32,601 PAID COPIES

TOTAL DAILY CIRCULATION 155,551*
*Source: ABC Publisher's Statement, Sept. 30, 1979

POWER!
The only papers which . . .
● EFFICIENTLY AND EFFECTIVELY ●
reach San Antonio's AFFLUENT market.

POWER!
76% of the 25,000+ income adults read the Express-News.
Source: International Demographics, Jan.-June 1979

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
42.	**PROVIDENCE-WARWICK-PAWTUCKET—298,400 hslds. (0.4% of U.S.)**									
	ADI: Providence (31)									
	ABC audited newspapers and group buys									
	Providence Journal, Bulletin	CW	ME	214,535	194,556	65.2	65.2	2.12	2m	——
	Journal	CW	M	72,010	56,428	18.9	—	x	2m	——
	Bulletin	CW	E	142,525	138,128	46.3	—	x	2m	——
	Pawtucket Times	LA	E	31,396	28,015	9.4	74.6	.38	1	——
	Woonsocket Call	LA	E	31,904	23,468	7.9	82.5	.36*	1	122
	Westerly Sun	LA	E	10,884	7,818	2.6	85.1	.23*	—	122
	Other newspapers and group buys									
	Providence Area Newspaper Network #122 (A-S)	LA	—	176,309	69,359	—	—	2.40	—	122
43.	**MEMPHIS—290,800 hslds. (0.4% of U.S.)**									
	ADI: Memphis (34)									
	ABC audited newspapers and group buys									
	Memphis Commercial Appeal, Press-Scimitar	SK	ME	313,704	228,229	78.5	78.5	2.75	1	——
	Commercial Appeal	SK	M	206,747	137,044	47.1	—	2.65	1	——
	Press-Scimitar	SK	E	106,957	91,185	31.4	—	1.63	1	——
	West Memphis Evening Times	AD	E	8,088	7,655	2.6	81.1	.23	—	——

In the primary retail market (PRM), the Providence Journal-Bulletin gives you 73.9% coverage and the Sunday Journal 68.5% coverage.

The daily Journal-Bulletin reaches 176,775 households in the PRM and the Sunday Journal 163,763 households.

And the PRM is where the action is: 73.5% of occupied households, 74.3% of retail sales, 73.9% of food sales, 77.6% of auto sales, 74.4% of drug sales, 79.9% of general merchandise sales, 67.1% of eating and drinking place sales.

In the entire state of Rhode Island, both the Journal-Bulletin and Sunday Journal have over 60% coverage.

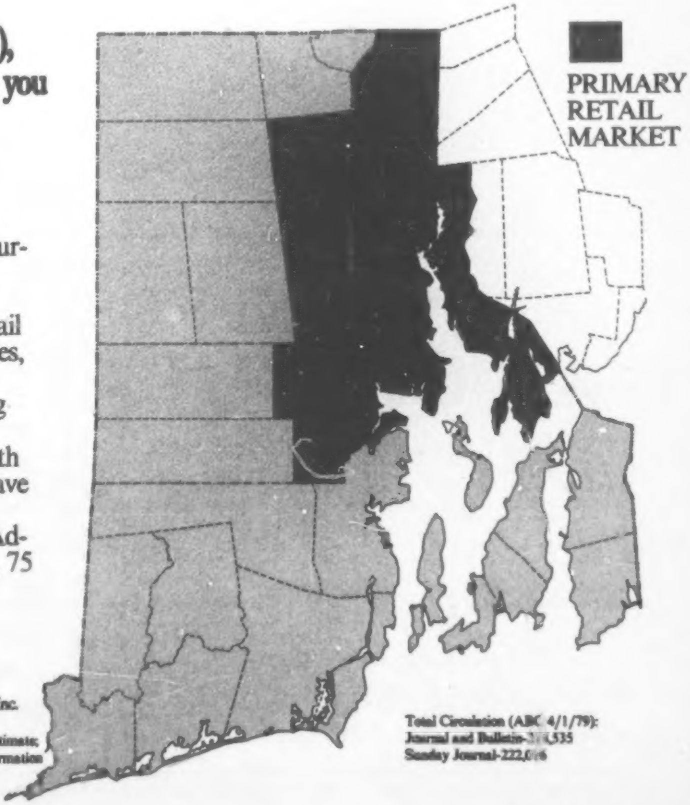
Write or call Bill Peckham, General Advertising Manager, Providence Journal Co., 75 Fountain Street, Providence, R.I. 02902/(401)277-7172.

The Providence Journal-Bulletin

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Sources: Households-ABC 1979 estimate and PJB research dept. 1979 estimate; Circulation-ABC 4/1/79; R.I. Sales Tax Collections, Year 1978, Division of Information Processing; SRDS 1978 estimate; *S&MM 1979 Survey of Buying Power.

Member, Metropolitan Sunday Newspapers, Inc.



Total Circulation (ABC 4/1/79):
Journal and Bulletin-2[illegible]535
Sunday Journal-222,0[illegible]6

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
44.	**OKLAHOMA CITY**—286,000 hslds. (0.4% of U.S.) ADI: Oklahoma City (38)									
	ABC audited newspapers and group buys									
	Oklahoma City Oklahoman, Times	SF	ME	272,971	190,603	66.6	66.6	2.75	—	——
	Oklahoman	SF	M	180,661	116,352	40.7	—	2.57	—	——
	Times	SF	E	92,310	74,251	26.0	—	2.47	—	——
	Oklahoma City Journal	LA-US	M	42,454	39,148	13.7	80.3	.64	—	159
	All Oklahoma Group #4	LA	—	65,835	26,965	9.4	—	.522	—	4
	Norman Transcript	LA	E	15,288	14,881	5.2	85.5	.18	1	4
	Shawnee News-Star	SD	M	14,432	12,071	4.2	89.7	.25*	1	——
	Other newspapers and group buys									
	Oklahoma City USSPI Group #159 (A-V-C)	US	—	61,649	57,701	—	—	1.75	—	159
	Edmond Evening Sun (V)	US	E	6,450	6,450	—	—	.171	—	159
45.	**DAYTON**—285,700 hslds. (0.4% of U.S.) ADI: Dayton (47)									
	ABC audited newspapers and group buys									
	Dayton-Springfield Unit #42	SF	—	290,116	226,920	79.4	—	2.88	—	42
	Dayton Journal Herald, News	SF	ME	249,335	225,635	79.0	79.0	2.88*	1	42
	Journal Herald	SF	M	100,355	87,273	30.5	—	z	1	42
	News	SF	E	148,380	138,362	48.4	—	z	1	42

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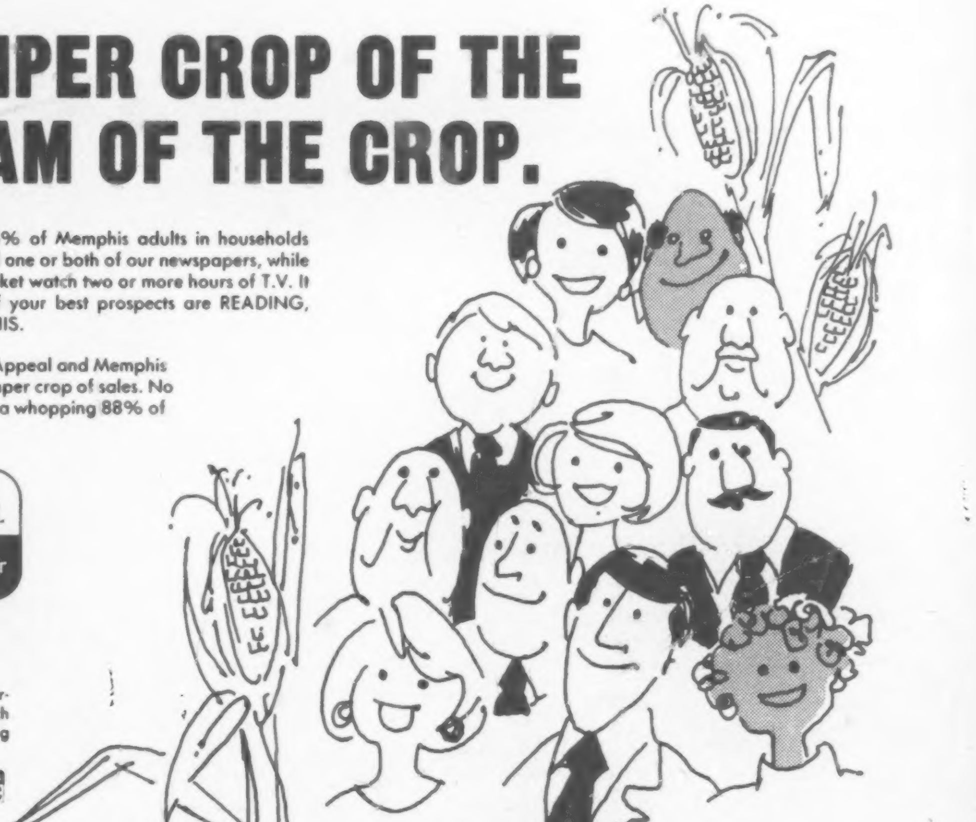
For further information on our market, call Perry Williams, Research Manager, Memphis Publishing Company, 901/529-2226.



DAYTON CONTINUED	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Xenia Gazette	LA-TN	E	12,938	12,428	4.4	83.4	.35	—	——
Troy News	—	E	11,243	10,843	3.8	87.2	.40	—	——
Piqua Daily Call	TN	E	11,945	10,496	3.7	90.9	.21	—	——
Fairborn Daily Herald	US	E	7,467	6,815	2.4	93.3	.23	1m	159
Other newspapers and group buys									
Dayton USSPI Group #159 (A-S)	US	—	7,379	6,723	—	—	.57	—	159
46. BIRMINGHAM—282,800 hslds. (0.4% of U.S.)									
ADI: Birmingham (51)									
ABC audited newspapers and group buys									
Birmingham Post-Herald, News	NN	ME	243,628	188,963	66.8	66.8	1.56	1	——
Post-Herald	NN	M	67,297	44,780	15.8	—	.97	1	——
News	NN	E	176,331	144,183	51.0	—	1.30	1	——
Other newspapers and group buys									
Jasper Daily Mountain Eagle (S)	LA	E	12,406	—	—	—	.22*	1	133
47. ALBANY-SCHENECTADY-TROY—281,000 hslds. (0.4% of U.S.)									
ADI: Albany-Schenectady-Troy (45)									
ABC audited newspapers and group buys									
Albany Times-Union, Knickerbocker News	HS	ME	140,311	124,092	44.2	44.2	1.65*	1	——
Times-Union	HS	M	82,744	69,347	24.7	—	1.50	1	——
Knickerbocker News	HS	E	57,567	54,745	19.5	—	1.40	1	——
Schenectady Gazette	CW	M	66,056	61,119	21.8	66.0	.55*	—	——
Troy Times Record	—	E	46,503	45,756	16.3	82.3	.45*	1	——
Albany ADI Newspaper Network #3	GT-LA	—	86,113	30,708	10.9	—	1.36	—	3
Amsterdam Recorder	LA	E	14,650	12,841	4.6	86.9	.24	—	3
Saratoga Springs Saratogian	GT	E	12,377	11,707	4.2	91.1	.43	1	3
—New York Daily News	NY-WA-CW	M	1,815,441	24,150	8.6	99.7	11.29	2	——
48. BRIDGEPORT-STAMFORD-NORWALK-DANBURY—272,200 hslds. (0.4% of U.S.)									
ADI: New York (1)									
ABC audited newspapers and group buys									
Bridgeport Telegram, Post	LA	ME	94,730	86,629	31.8	31.8	.80	1	48
Telegram	LA	M	18,478	16,590	6.1	—	x	1	48
Post	LA	E	76,252	70,039	25.7	—	x	1	48
Danbury News-Times	BN	E	38,843	31,815	11.7	43.5	.60	1	——
D.A.M.N. Unit #174	BN	—	106,140	31,815	11.7	—	1.00	—	174
Norwalk Hour	LA	E	21,466	21,270	7.8	51.3	.39*	—	48
—New York Times	NT	M	852,160	35,069	12.9	64.2	7.00	3	——
—New York Daily News	NY-WA-CW	M	1,815,441	34,948	12.8	77.0	11.29	2	——
Other newspapers and group buys									
FCD (Fairfield County Dailies) #48 (A-S)	LA	—	159,080	153,926	—	—	1.84	—	48
Stamford Advocate (S)[1]	LA	E	30,394	—	—	—	.55	1	48
49. NASHVILLE-DAVIDSON—271,700 hslds. (0.4% of U.S.)									
ADI: Nashville (30)									
ABC audited newspapers and group buys									
Nashville Banner[2]	GT	E	83,267	67,725	24.9	24.9	1.44	3	——
Murfreesboro Daily News Journal	LA	E	11,514	11,207	4.1	29.0	.36*	1	96
Other newspapers and group buys									
Nashville Area Newspaper Network #96 (A-S)	LA	—	96,827	19,289	—	—	1.66	—	96
Nashville Tennessean (S)[2]	GT	M	137,177	—	—	—	1.45	3	——
Lebanon Democrat & Wilson County News (S)	LA	E	8,100	—	—	—	.195*	1	96

[1] Now an ABC-audited newspaper.

[2] Nashville Banner and Tennessean are sold in combination at $1.52/line. The Tennessean will be ABC-audited in the Fall of 1980.

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
50.	**GREENSBORO-WINSTON-SALEM-HIGH POINT—269,900 hslds. (0.4% of U.S.)**									
	ADI: Greensboro-Winston Salem-High Point (54)									
	ABC audited newspapers and group buys									
	Winston-Salem Journal, Sentinel	SF	ME	112,455	93,057	34.5	34.5	1.26	1	——
	Journal	SF	M	72,449	54,113	20.0	—	1.10	1	——
	Sentinel	SF	E	40,006	38,944	14.4	—	.99	1	——
	Greensboro News, Record	BN	ME	113,433	86,354	32.0	66.5	1.19	1	——
	News	BN	M	81,898	55,062	20.4	—	1.09	1	——
	Record	BN	E	31,535	31,292	11.6	—	.45	1	——
	PANG (Piedmont Area Newspaper Group) #114	LA	—	85,681	50,202	18.6	—	.96	—	114
	High Point-Thomasville Unit #71	LA	—	38,133	37,551	13.9	—	.48	—	71
	High Point Enterprise	LA-SF	E	30,496	30,308	11.2	77.7	.46	1	114-71
	Asheboro Courier-Tribune	LA	E	14,368	13,613	5.0	82.7	.26	—	——
	Lexington Dispatch	LA-SF	E	11,892	11,732	4.3	87.0	.31	—	114
	Thomasville Times	LA-SF	M	7,975	7,836	2.9	89.9	.36	1	114-71
	Other newspapers and group buys									
	Piedmont Crescent Newspapers #116 (A-S)	LA	—	43,714	12,828	—	—	.71	—	116
51.	**TOLEDO—268,900 hslds. (0.4% of U.S.)**									
	ADI: Detroit (7), Toledo (59)									
	ABC audited newspapers and group buys									
	Toledo Blade	—	E	170,231	153,899	57.2	57.2	1.23	2m	——
	Monroe Evening News	—	E	26,330	24,685	9.2	66.4	.34	1	——
	Bowling Green Daily Sentinel-Tribune	AN	E	13,271	12,649	4.7	71.1	.21	—	——
	TANG (Toledo Area Newspaper Group) #146	GT-LA	—	116,221	11,773	4.4	—	1.85	—	146
	Fremont-Port Clinton Unit #53	GT	—	21,704	6,508	2.4	—	.35	—	53
	Port Clinton News Herald	—	E	5,859	5,614	2.1	73.2	.17*	—	53
52.	**SALT LAKE CITY-OGDEN—266,400 hslds. (0.4% of U.S.)**									
	ADI: Salt Lake City (46)									
	ABC audited newspapers and group buys									
	Salt Lake Tribune, Deseret News	—	ME	184,189	144,507	54.2	54.2	1.34	1	——
	Tribune	—	M	108,696	88,875	33.4	—	.955	1	——
	Deseret News	—	E	75,493	55,632	20.9	—	.955	1	——
	Ogden Standard Examiner	CW	E	48,646	43,276	16.2	70.4	.45	1	——
53.	**NEW HAVEN-WEST HAVEN-WATERBURY-MERIDEN—263,800 hslds. (0.3% of U.S.)**									
	ADI: Hartford-New Haven (23)									
	ABC audited newspapers and group buys									
	New Haven Journal-Courier & Register	SF	ME	134,565	127,911	48.5	48.5	1.02*	—	——
	Journal-Courier	SF	M	32,857	31,614	12.0	—	.43	—	——
	Register	SF	E	101,708	96,297	36.5	—	.97	—	——
	New Central Connecticut Group #98	LA	—	248,127	77,920	29.5	—	2.55	—	98
	Waterbury Republican, American	CW	ME	71,952	52,503	19.9	68.4	.91	3	——
	Republican	CW	M	34,621	22,137	8.4	—	.70	3	——
	American	CW	E	37,331	30,366	11.5	—	.77	3	——
	Mid-Conn. Group #87	LA	—	112,412	25,417	9.6	—	1.20	—	87
	Meriden Morning Record-Journal	LA	M	28,219	25,097	9.5	77.9	.37	1	87
	Ansonia Sentinel	TN	E	18,629	13,839	5.2	83.1	.30	—	——
	Milford Citizen	LA-US	E	7,156	7,035	2.7	85.8	.34	1	159
	Naugatuck News	LA	E	5,128	5,000	1.9	87.7	.20	—	——
	—New York Daily News	NY-WA-CW	M	1,815,441	20,614	7.8	95.5	11.29	2	——
	Other newspapers and group buys									
	New Haven USSPI Group #159 (A-C)	US	—	7,154	7,055	—	—	.83	—	159

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
54.	**NORFOLK-VIRGINIA BEACH-PORTSMOUTH—243,900 hslds. (0.3% of U.S.)**									
	ADI: Norfolk-Portsmth-Newport News-Hampton (50)									
	ABC audited newspapers and group buys									
	Norfolk Virginian-Pilot, Ledger-Star	—	ME	221,700	204,136	83.7	83.7	2.10	1	—
	Virginian-Pilot	—	M	125,379	108,575	44.5	—	1.54	1	—
	Ledger-Star	—	E	96,321	95,561	39.2	—	1.45	1	—
	Suffolk News-Herald	—	E	7,790	6,955	2.9	86.6	.195	1m	—
55.	**JACKSONVILLE—237,000 hslds. (0.3% of U.S.)**									
	ADI: Jacksonville (68)									
	ABC audited newspapers and group buys									
	Jacksonville Florida Times-Union, Journal	BN-PF	ME	201,920	175,566	74.1	74.1	2.20	—	—
	Florida Times-Union	BN-PF	M	149,510	124,235	52.4	—	2.02	—	—
	Journal	BN-PF	E	52,410	51,331	21.7	—	1.36	—	—
	St. Augustine Record	—	E	9,215	9,016	3.8	77.9	.23*	1	—
	Other newspapers and group buys									
	Orange Park Clay Today (S)	—	E	5,576	—	—	—	.18	—	—
56.	**HONOLULU—231,500 hslds. (0.3% of U.S.)**									
	ADI: Unclassified (213)									
	ABC audited newspapers and group buys									
	Honolulu Advertiser, Star-Bulletin	GT	ME	202,192	180,799	78.1	78.1	1.422	2	—
	Advertiser	GT	M	82,981	67,196	29.0	—	.793	2	—
	Bulletin	GT	E	119,211	113,603	49.1	—	.793	2	—
57.	**NORTHEAST PENNSYLVANIA—229,200 hslds. (0.3% of U.S.)**									
	ADI: Wilkes Barre-Scranton (40)									
	ABC audited newspapers and group buys									
	Wilkes-Barre Times Leader[1]	SK	AD	69,400	67,220	29.3	29.3	.59	—	—
	Scranton Times	SF	E	54,772	51,730	22.6	51.9	.80	1	—
	Scranton Tribune	LA	M	36,813	31,016	13.5	65.4	.55*	—	—
	Hazleton Standard-Speaker	LA	AD	23,793	18,673	8.1	73.5	.33	—	—
	Stroudsburg Pocono Record	BN	M	17,902	15,581	6.8	80.3	.27	1	—
	Other newspapers and group buys									
	Pennsylvania Newspaper Network #115 (A-S)	LA	—	990,896	50,041	—	—	15.68	—	115
	Wilkes-Barre/Scranton ADI Newspapers #169 (A-S)	LA	—	202,683	50,041	—	—	2.68	—	169
	Wilkes-Barre Citizens' Voice (S)[2]	—	M	45,682	—	—	—	.55	—	—

[1] Temporarily suspended from ABC.

[2] ABC-audited since December, 1979.

NORTHEAST PENNSYLVANIA
THE 3RD LARGEST SMSA IN THE STATE
Ranked 56th Nationally

The Scranton Times
THE LARGEST NEWSPAPER IN THE SMSA
55,427 DAILY—49,389 SUNDAY
For Further Information Contact—Sawyer-Ferguson-Walker Co.

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
58.	**TULSA—227,500 hslds. (0.3% of U.S.)** ADI: Tulsa (52)									
	ABC audited newspapers and group buys									
	Tulsa World, Tribune	BN	ME	200,331	160,141	70.4	70.4	1.90	1	——
	World	BN	M	122,289	89,108	39.2	—	1.86	1	——
	Tribune	BN	E	78,042	71,033	31.2	—	1.855	1	——
	Other newspapers and group buys									
	Sapulpa Daily Herald (S)	SD	E	8,911	—	—	—	.15*	1	——
	Pryor Daily Times (S)	LA	E	4,443	—	—	—	.15*	2	——
59.	**ALLENTOWN-BETHLEHEM-EASTON—225,200 hslds. (0.3% of U.S.)** ADI: Philadelphia (4), Wilkes Barre-Scranton (40)									
	ABC audited newspapers and group buys									
	Allentown Call, Chronicle	SK	ME	125,328	113,513	50.4	50.4	1.015	1	——
	Call	SK	M	102,813	91,238	40.5	—	.91	1	——
	Chronicle	SK	E	22,515	22,275	9.9	—	.355	1	——
	Easton Wilson Express	SK	E	52,346	44,449	19.7	70.1	.47	1	——
	Bethlehem Globe-Times	LA	E	34,846	34,149	15.2	85.3	.35*	—	115
	Other newspapers and group buys									
	Wilkes-Barre/Scranton ADI Newspapers #169 (A-S)	LA	—	202,683	13,463	—	—	2.68	—	169
60.	**AKRON—223,600 hslds. (0.3% of U.S.)** ADI: Cleveland (9)									
	ABC audited newspapers and group buys									
	Akron Beacon Journal	KR	E	168,108	145,312	65.0	65.0	1.82	1	——
	Kent-Ravenna Record-Courier	LA	E	25,929	25,198	11.3	76.3	.34*	1m	35
	—Cleveland Plain Dealer	NN	M	382,239	18,345	8.2	84.5	2.25	3	——
	Other newspapers and group buys									
	Cleveland ADI Newspapers #35 (A-S)	LA	—	279,570	25,624	—	—	3.87	—	35

LEGEND TO DAILY NEWSPAPER CIRCULATION DATA

Market rankings and number of households: Estimated by ABC as of October, 1979.

Dagger (†): SMSA is in more than one ADI.

ABC: Audit Bureau of Circulations.

C: Certified Audit of Circulations.

V: Verified Audit Circulation.

S: Sworn publisher's statement.

Rep: National newspaper advertising representative. Key to code is on pages 70 and 167.

Edition: M = Morning; E = Evening; ME = Morning/evening combination; AD = All day.

Circulations: Circulation for ABC audited newspapers is as of October, 1979 based upon each paper's latest audit. Other circulation was supplied by the individual newspapers. Group circulation was supplied by the rep firms and therefore may be later than that given for individual newspapers. Spill-in circulation of 5% coverage or better is indicated by a dash (—) preceding the newspaper at the end of the market.

Coverage: Percent of household penetration.

Cumulative Coverage: The coverage figures for the individual newspapers in each market are cumed together for easy reference.

Open Line Rate: Rates supplied by the individual newspapers or their representatives. x = Newspaper is sold only in combination. Individual rates not available. z = Newspaper is sold in combination but individual paper's rate is available only on request from the publisher or representative. An asterisk (*) indicates that a rate increase is expected before the end of 1980.

Newsplan: Indicates whether or not a newspaper is part of NAB's Newsplan discount program. 1 = Newspaper went from flat rate to discount. 2 = Newsplan discount is greater than previous discount. 3 = Newsplan discount is the same as the previous discount. m = Modular units are required.

Group membership: Buying group(s) of which the newspaper is a member. A list of the groups and their assigned numbers are on pages 114 and 233.

Dash (—): None; not applicable; no information available.

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
61.	**SYRACUSE—218,000 hslds. (0.3% of U.S.)** ADI: Syracuse (63)									
	ABC audited newspapers and group buys									
	Syracuse Post Standard, Herald-Journal	NN	ME	206,539	180,904	83.0	83.0	1.60	3	——
	Post Standard	NN	M	86,888	67,377	30.9	—	1.02	3	——
	Herald-Journal	NN	E	119,651	113,527	52.1	—	1.35	3	——
	Oswego Palladium-Times	TN	E	11,213	10,778	4.9	87.9	.21	—	——
	Other newspapers and group buys									
	Oneida Daily Dispatch (S)	LA	E	11,000	—	—	—	.21*	1	144
62.	**WORCESTER-FITCHBURG-LEOMINSTER—217,800 hslds. (0.3% of U.S.)** ADI: Boston (6)									
	ABC audited newspapers and group buys									
	Worcester Telegram, Gazette	CW	ME	144,259	137,018	62.9	62.9	1.68*	3	——
	Telegram	CW	M	55,119	52,021	23.9	—	1.00	3	——
	Gazette	CW	E	89,140	84,997	39.0	—	1.46	3	——
	Fitchburg-Leominster Sentinel & Enterprise	TN	E	24,404	22,101	10.1	73.0	.32	—	11
	Milford Daily News	LA	E	13,152	8,415	3.9	76.9	.24	1	11
	Other newspapers and group buys									
	Gardner News (S)[1]	LA	E	7,684	—	—	—	.21	—	——
	Athol Daily News (S)	—	E	5,472	—	—	—	.19	—	——
	Clinton Daily Item (S)	LA	E	4,800	—	—	—	.16*	1	——
63.	**ORLANDO—216,000 hslds. (0.3% of U.S.)** ADI: Orlando-Daytona Beach (41)									
	ABC audited newspapers and group buys									
	Orlando Sentinel Star	CW-PF	AD	190,938	135,694	62.8	62.8	2.22	3	——
64.	**GARY-HAMMOND-EAST CHICAGO—209,900 hslds. (0.3% of U.S.)** ADI: Chicago (3)									
	ABC audited newspapers and group buys									
	Gary Hammond Newspaper Unit #56	KR	—	148,370	135,120	60.0	—	1.58	—	56
	Gary Post Tribune	KR	E	82,383	80,304	38.3	38.3	.89	1	56
	Hammond Times	KR	E	66,940	54,816	26.1	64.4	.79*	2	——
	—Chicago Tribune	CT-WA	AD	757,712	18,914	9.0	73.4	5.97	2	——
	—Chicago Sun-Times	CS	M	595,333	15,220	7.3	80.7	5.18*	2	——
	Other newspapers and group buys									
	Valparaiso Vidette-Messenger (S)	LA	E	13,102	—	—	—	.22*	1	——
65.	**JERSEY CITY—209,200 hslds. (0.3% of U.S.)** ADI: New York (1)									
	ABC audited newspapers and group buys									
	UNYT #158	NN	—	551,915	70,796	33.8	—	3.63	—	158
	Jersey City Journal	NN	E	72,938	68,178	32.6	32.6	.66	1	158
	Union City Dispatch	LA	M	47,309	36,081	17.2	49.8	.57	1	107
	Northern New Jersey Newspaper Network #107	LA	—	231,597	34,232	16.4	—	2.49	—	107
66.	**RICHMOND—208,800 hslds. (0.3% of U.S.)** ADI: Richmond (56)									
	ABC audited newspapers and group buys									
	Richmond Times-Dispatch, News-Leader	SF	ME	250,055	194,519	93.2	93.2	2.12	1	——
	Times-Dispatch	SF	M	135,118	90,898	43.5	—	1.73	1	——
	News-Leader	SF	E	114,937	103,621	49.6	—	1.63	1	——

[1] Now an ABC-audited newspaper.

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
67.	**CHARLOTTE-GASTONIA**—205,600 hslds. (0.3% of U.S.) ADI: Charlotte (35)									
	ABC audited newspapers and group buys									
	Charlotte Observer, News	KR	ME	225,882	136,955	66.6	66.6	2.78*	1	——
	Observer	KR	M	171,769	91,197	44.4	—	2.54	1	——
	News	KR	E	54,113	45,758	22.3	—	1.62	1	——
	Charlotte ADI Network #32	LA	—	209,156	39,737	19.3	—	3.37	—	32
	Gastonia Gazette	LA	E	33,432	29,340	14.3	80.9	.57	—	32
	Monroe Enquirer-Journal	LA	E	10,216	9,803	4.8	85.7	.31*	—	32
	Other newspapers and group buys									
	Piedmont Crescent Newspapers #116 (A-S)	LA	—	43,714	9,803	—	—	.71	—	116
68.	**OMAHA**—202,400 hslds. (0.3% of U.S.) ADI: Omaha (65)									
	ABC audited newspapers and group buys									
	Omaha World-Herald	CW	ME	235,336	142,171	70.2	70.2	1.91	1	——
	World-Herald	CW	M	124,440	34,485	17.0	—	x	1	——
	World-Herald	CW	E	110,896	107,686	53.2	—	x	1	——
	Council Bluffs Daily Nonpareil	TN	E	20,535	17,988	8.9	79.1	.28	—	——

WORCESTER FACTS

Fact: Metro Worcester and Metro Boston comprise 75% of the Boston ADI. Worcester offers more sales than 12 other counties in the ADI.

Fact: Metro Worcester is the second largest market in Massachusetts, based on population, EBI, retail sales and 21 other indexes.

Fact: The Worcester Telegram and Gazette deliver 62% of the market households. The Boston dailies combined deliver only 9%.

Fact: Worcester, the second largest city in New England, leads most major Northeast cities in household EBI with a $19,349 average.

Fact: Worcester County has 16 colleges and universities with more than 34,000 students.

WORCESTER TELEGRAM
The Evening Gazette
SUNDAY TELEGRAM

NEW MARKET KIT

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Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
69.	**SPRINGFIELD-CHICOPEE-HOLYOKE—201,600 hslds. (0.3% of U.S.)** ADI: Springfield, MA (86)									
	ABC audited newspapers and group buys									
	Springfield Union, News	NN	ME	150,390	135,845	67.4	57.4	1.18	1	——
	Union	NN	M	73,684	63,419	31.5	—	.80	1	——
	News	NN	E	76,706	72,426	35.9	—	.88	1	——
	Holyoke Transcript-Telegram	LA	E	29,398	29,107	14.4	81.8	.37*	1	167-168
	Northampton Hampshire Gazette	LA	E	18,692	18,039	8.9	90.7	.31*	1m	167-168
	Other newspapers and group buys									
	Western New England Newspaper Network #168 (A-S)	LA	—	155,177	47,117	—	—	2.11	—	168
	Western Massachusetts Newspaper Network #167 (A-S)	LA	—	107,173	47,117	—	—	1.34	—	167
70.	**WEST PALM BEACH-BOCA RATON—194,800 hslds. (0.3% of U.S.)** ADI: West Palm Beach (82)									
	ABC audited newspapers and group buys									
	West Palm Beach Post, Times	SF-PF	ME	108,154	98,985	50.8	50.8	1.27	1	——
	Post	SF-PF	M	77,972	71,129	36.5	—	z	1	——
	Times	SF-PF	E	30,182	27,856	14.3	—	z	1	——
	Boca Raton News	US-KR	E	12,414	11,930	6.1	56.9	.345	1	159
	—Miami Herald, News	KR-PF	ME	489,850	23,738	12.2	69.1	5.25	3	——
	Other newspapers and group buys									
	Miami USSPI Group #159 (A-V)	US	—	12,019	11,949	—	—	3.96	—	159
	Palm Beach Daily News (S)[1]	SF	M	8,220	—	—	—	.72*	1	——
71.	**NEW BRUNSWICK-PERTH AMBOY-SAYREVILLE—189,700 hslds. (0.3% of U.S.)** ADI: New York (1)									
	ABC audited newspapers and group buys									
	Jersey 2 (N.J.) #76	GT-SK-SF	—	169,571	110,956	58.5	—	1.624	—	76
	New Brunswick Home News	SK-SF	E	57,966	50,276	26.5	26.5	.70	1	76
	Perth Amboy Woodbridge News-Tribune	SF	E	52,274	48,371	25.5	52.0	.62*	1	76

[1] Published daily October through May. Published Thursday and Sunday only from June through September.

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Newhouse Newspapers
SPRINGFIELD NEWSPAPERS
Largest in Massachusetts Outside Boston.

*Source: NCA

NEW BRUNSWICK CONTINUED

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
—Newark Star-Ledger	NN	M	415,127	52,700	27.8	79.8	3.04	3	158
—New York Daily News	NY-WA-CW	M	1,815,441	26,172	13.8	93.6	11.29	2	——
—Bridgewater Courier News	GT-SF	E	59,032	12,155	6.4	100.0	.65*	1	76
—New York Times	NT	M	852,160	10,859	5.7	105.7	7.00	3	——

72. GRAND RAPIDS—189,500 hslds. (0.3% of U.S.)

ADI: Grand Rapids-Kalamazoo-Battle Creek (39)

ABC audited newspapers and group buys	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Grand Rapids-Kalamazoo-Muskegon Unit #60	NN-MS	—	231,727	114,081	60.2	—	2.44	—	60
Booth Newspaper Group #15	NN	—	512,621	114,081	60.2	—	5.73	—	15
Grand Rapids Press	NN	E	126,459	111,781	59.0	59.0	1.22	1	15
Holland Sentinel	BN	E	16,653	12,298	6.5	65.5	.40	1	——
Grand Haven Tribune	—	E	9,367	8,967	4.7	70.2	.323*	1m	——
—Detroit Free Press	KR	M	615,168	12,150	6.4	76.6	4.47	3	——

73. GREENVILLE-SPARTANBURG—185,500 hslds. (0.2% of U.S.)

ADI: Greenville-Spartanburg-Asheville (37)

ABC audited newspapers and group buys	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Greenville News, Piedmont	SF	ME	107,952	84,199	45.4	45.4	1.15*	1	175
News	SF	M	84,312	61,765	33.3	—	1.11	1	175
Piedmont	SF	E	23,640	22,434	12.1	—	1.03	1	175
Greenville-Asheville Unit #175	SF	—	174,474	84,199	45.4	—	1.75	—	175
Spartanburg Herald, Journal	GA	ME	49,122	41,724	22.5	67.9	.62*	2	——
Herald	GA	M	40,636	33,271	17.9	—	x	2	——
Journal	GA	E	8,486	8,453	4.6	—	x	2	——

74. YOUNGSTOWN-WARREN—180,[illegible]0 hslds. (0.2% of U.S.)

ADI: Youngstown (80)

ABC audited newspapers and group buys	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Youngstown Vindicator	SK	E	101,734	93,011	51.7	51.7	.60*	—	——
Warren Tribune Chronicle	LA	E	44,212	42,838	23.8	75.5	.48	1	35
Niles Daily Times	AN-OS	E	7,019	6,911	3.8	79.3	.24*	1	——
—Cleveland Plain Dealer	NN	M	382,239	8,945	5.0	84.3	2.25	3	——
Other newspapers and group buys									
Cleveland ADI Newspapers #35 (A-S)	LA	—	279,570	45,495	—	—	3.87	—	35

75. WILMINGTON, DE—172,000 hslds. (0.2% of U.S.)

ADI: Philadelphia (4), Baltimore (20)

ABC audited newspapers and group buys	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Wilmington News, Journal	GT	ME	132,203	111,435	64.8	64.8	1.75	1	——
News	GT	M	48,281	36,371	21.1	—	1.45	1	——
Journal	GT	E	83,922	75,064	43.6	—	1.68	1	——
—Philadelphia Inquirer	KR	M	416,605	8,761	5.1	69.9	5.30	3	——
Other newspapers and group buys									
Philadelphia USSPI Group #159 (A-C)	US	—	52,300	10,782	—	—	5.30	—	159
Wilmington USSPI Group #159 (A-C)	US	—	10,782	10,782	—	—	.82	—	159

76. AUSTIN, TX—169,400 hslds. (0.2% of U.S.)

ADI: Austin, TX (92)

ABC audited newspapers and group buys	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Austin American Statesman	CW	ME	123,121	103,935	61.4	61.4	1.08*	—	10
American-Statesman	CW	M	86,504	68,627	40.5	—	x	—	10
American-Statesman	CW	E	36,617	35,308	20.8	—	x	—	10

AUSTIN CONTINUED	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Austin Group #10	CW	—	242,996	97,465	57.5	—	2.51	—	10
Taylor Press	TP	E	5,256	4,553	2.7	64.1	.18	—	——
San Marcos Daily Record	—	E	3,668	3,397	2.0	66.1	.19*	—	——
Other newspapers and group buys									
Austin Citizen (S)	—	E	15,000	—	—	—	.21*	1	——
77. FLINT—167,500 hslds. (0.2% of U.S.) ADI: Flint-Saginaw-Bay City (57)									
ABC audited newspapers and group buys									
Booth Newspaper Group #15	NN	—	512,621	99,896	59.6	—	5.73	—	15
Flint-Saginaw-Bay City Group #49	NN	—	198,992	99,896	59.6	—	2.37	—	49
Flint Journal	—	E	105,775	99,836	59.6	59.6	1.12	1	49-15
Owosso Argus-Press	LA	E	14,934	12,518	7.5	67.1	.25	1	——
—Detroit Free Press	KR	M	615,168	22,182	13.2	80.3	4.47	3	——
78. TUCSON—166,800 hslds. (0.2% of U.S.) ADI: Tucson (91)									
ABC audited newspapers and group buys									
Tucson Star, Citizen	GT	ME	127,455	114,271	68.5	68.5	1.07*	—	——
Star	GT	M	67,004	57,845	34.7	—	.65	—	——
Citizen	GT	E	60,451	56,426	33.8	—	.65	—	——
79. RALEIGH-DURHAM—166,100 hslds. (0.2% of U.S.) ADI: Raleigh-Durham (44)									
ABC audited newspapers and group buys									
Raleigh-Durham Unit #123	BN	—	228,032	137,617	82.9	—	2.09	—	123
Raleigh News and Observer, Times	BN	ME	162,356	84,804	51.1	51.1	1.65	—	123
News and Observer	BN	M	128,763	52,918	31.9	—	1.47	—	123
Times	BN	E	33,593	31,886	19.2	—	1.10	—	123
Durham Herald, Sun	BN	ME	64,892	52,813	31.8	82.9	.65*	1	123
Herald	BN	M	42,625	31,591	19.0	—	z	1	123
Sun	BN	E	22,267	21,222	12.8	—	z	1	123
Other newspapers and group buys									
Chapel Hill Newspaper (S)	LA	E	6,800	—	—	—	.29*	—	——

LEGEND TO NEWSPAPER REPS

AD	Arkansas Dailies
AN	American Newspaper Representatives
AP	Amalgamated Publishers
BN	Branham Newspaper Sales
CN	California Newspaper Markets
CS	Chicago Sun-Times/News
CT	Chicago Tribune
CW	Cresmer, Woodward, O'Mara & Ormsbee
DN	Drukker Newspapers
GA	General Advertising Service
GN	Georgia Newspaper Service
GT	Gannett Newspaper Sales
HH	Harte-Hanks Texas Group
HS	Hearst Advertising Service
ID	Iowa Daily Press Assn.
IN	Independent Newspaper Markets
KR	Knight-Ridder Newspaper Sales
LA	Landon Associates
LC	The Leonard Co.
LT	Los Angeles Times
MM	Mid-South Mississippi Dailies
MN	Million Market Newspapers
MP	Missouri Press Service
MR	Metropolitan Publishers Representatives
ND	Northwest Dailies
NE	Newsday
NN	Newhouse Newspapers—Metro-Suburbia
NT	New York Times
NY	New York News
NX	Nixon Newspapers
OS	Ohio Newspaper Service
PF	Publishers' Representatives of Florida
RH	Robert Hitchings & Co.
SD	Southwest Dailies
SF	Sawyer-Ferguson-Walker Co.
SK	Story & Kelly-Smith
TN	Thomson Newspapers
TP	Texas Daily Press League
US	U.S. Suburban Press
WA	Western States Associates
WD	Western Dailies

For Rep Directory see page 357.

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
80.	**LONG BRANCH-ASBURY PARK**—165,500 hslds. (0.2% of U.S.)									
	ADI: New York (1)									
	ABC audited newspapers and group buys									
	Asbury Park Press	SF	E	99,699	57,336	34.6	34.6	.89	1	—
	Red Bank Register	LA	E	31,255	31,080	18.8	53.4	.43	1	—
	—Newark Star-Ledger	NN	M	415,127	25,230	15.2	68.6	3.04	3	158
	—New York Daily News	NY-WA-CW	M	1,815,441	20,914	12.6	81.2	11.29	2	—
	—New York Times	NT	M	852,160	10,492	6.3	87.5	7.00	3	—
81.	**NEW BEDFORD-FALL RIVER**—165,100 hslds. (0.2% of U.S.)									
	ADI: Providence (31)									
	ABC audited newspapers and group buys									
	New Bedford Standard-Times	BN	E	48,669	40,863	24.8	24.8	.65	2	—
	Fall River Herald News	LA	E	41,261	36,279	22.0	46.8	.46	1	122
	Attleboro Sun Chronicle	LA	E	20,862	16,953	10.3	57.1	.28	—	122
	Taunton Gazette	TN	E	14,690	14,377	8.7	65.8	.23	—	—
	Hattiesburg American	LA	E	—	—	.0	65.8	.46	1m	—
	—Providence Journal, Bulletin	CW	ME	214,535	12,394	7.5	73.3	x	2m	—
	—Boston Herald American	HS	M	286,101	10,623	6.4	79.7	2.99	3	—
	Other newspapers and group buys									
	Lebanon Daily Record (S)	MP	E	6,685	—	—	—	.20*	1	—
82.	**FRESNO**—164,400 hslds. (0.2% of U.S.)									
	ADI: Fresno (66)									
	ABC audited newspapers and group buys									
	Fresno Bee	CW	M	124,829	100,108	60.9	60.9	1.06*	3	—

Take a second look.

Figures show the Asbury Park Press covering only the Long Branch/Asbury Park SMSA (Monmouth County, N.J.). They tell only part of the story.

39% of our daily and Sunday circulation covers adjacent Ocean County.

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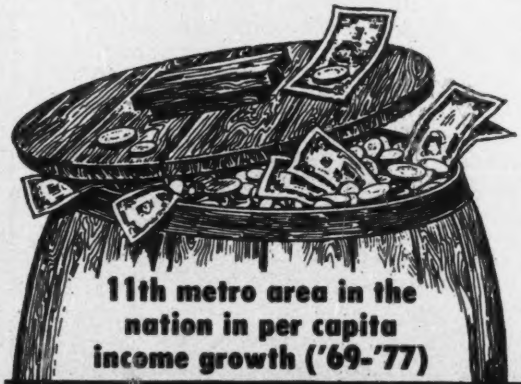
Sources: S&MM Data Service, 1979 and Belden Market Study, 1978.

Rank SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
83. KNOXVILLE—159,500 hslds. (0.2% of U.S.) ADI: Knoxville (60)									
ABC audited newspapers and group buys									
Knoxville Journal, News-Sentinel	SK	ME	161,647	108,510	68.0	68.0	.92	1	—
Journal	SK	M	58,144	34,044	21.3	—	.55	1	—
News-Sentinel	SK	E	103,503	74,466	46.7	—	.68	1	—
Maryville-Alcoa Times	LA	E	18,507	17,541	11.0	—	.34	1m	147
Oak Ridge Oak Ridger	LA	E	11,105	10,343	6.5	74.5	.21	—	147
Other newspapers and group buys									
Tennessee East Newspaper Network #147 (A-S)	LA	—	88,931	27,923	—	—	1.57	—	147
84. PATERSON-CLIFTON-PASSAIC—157,000 hslds. (0.2% of U.S.) ADI: New York (1)									
ABC audited newspapers and group buys									
Drukker Newspapers #44	DN	—	93,291	93,291	59.4	—	1.36	—	44
Northern New Jersey Newspaper Network #107	LA	—	231,597	44,145	28.1	—	2.49	—	107
Paterson News	LA	ME	63,443	44,095	28.1	28.1	.79	2	—
News	LA	M	31,244	19,310	12.3	—	x	2	—
News	LA	E	32,199	24,785	15.6	—	x	2	—
Passaic-Clifton Herald-News	DN	E	77,734	39,624	25.2	53.3	1.19	3	44
—New York Daily News	NY-WA-CW	M	1,815,441	22,362	14.2	67.5	11.29	2	—
—Newark Star-Ledger	NN	M	415,127	9,692	6.2	73.7	3.04	3	158
85. HARRISBURG—154,400 hslds. (0.2% of U.S.) ADI: Harrisburg-York-Lancaster-Lebanon (48)									
ABC audited newspapers and group buys									
Harrisburg Patriot, News	NN	ME	113,497	100,151	64.9	64.9	.80*	1	27
Patriot	NN	M	47,795	39,672	25.7	—	.51	1	27
News	NN	E	65,702	60,479	39.2	—	.62	1	27
Mason/Dixon Newspaper Network #84	LA-GT	—	88,182	14,530	9.4	—	1.15	—	84
Carlisle Evening Sentinel	LA	E	14,624	14,390	9.3	74.2	.25	—	84
Other newspapers and group buys									
Pennsylvania Newspaper Network #115 (A-S)	LA	—	990,896	14,982	—	—	15.68	—	115



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Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
86.	**OXNARD-SIMI VALLEY-VENTURA**—153,600 hslds. (0.2% of U.S.) ADI: Los Angeles (2)									
	ABC audited newspapers and group buys									
	Ventura County/Thousand Oaks Group #65	WD	—	58,042	53,783	35.0	—	.65	—	65
	Ventura County Star-Free Press	WD	E	38,509	38,169	24.8	24.8	.39*	—	65
	Oxnard Press Courier	LA-TN	E	21,431	21,352	13.9	38.7	.32	—	—
	Thousand Oaks News Chronicle	WD	E	17,377	15,614	10.2	48.9	.29	—	65
	Camarillo Daily News	—	M	7,488	7,408	4.8	53.7	.29*	1m	—
	—Los Angeles Times	LT-LC	M	1,022,899	26,425	17.2	70.9	5.86	1m	—
	Other newspapers and group buys									
	Simi Valley Enterprise (S)[1]	—	E	13,500	—	—	—	.29*	1m	—
87.	**LANSING-EAST LANSING**—146,800 hslds. (0.2% of U.S.) ADI: Grand Rapids-Kalamazoo-Battle Creek (39), Lansing (97)									
	ABC audited newspapers and group buys									
	Gannett Michigan #55	GT	—	139,558	70,954	48.3	—	1.802	—	55
	Lansing State Journal	GT	E	74,026	69,803	47.5	47.5	.82*	1	55
	—Detroit Free Press	KR	M	615,168	18,490	12.6	60.1	4.47	3	—
88.	**JOHNSON CITY-KINGSPORT-BRISTOL**—142,600 hslds. (0.2% of U.S.) ADI: Bristol-Kingsport-Johnson City (84)									
	ABC audited newspapers and group buys									
	Tri-Cities Unit #155	BN	—	64,833	51,741	36.3	—	.68	—	155
	Kingsport News, Times	—	ME	41,576	35,999	25.2	25.2	.47*	1	—
	News	—	M	1,956	1,783	1.3	—	x	1	—
	Times	—	E	39,620	34,216	24.0	—	x	1	—
	Bristol Herald-Courier, Virginia-Tennessean	BN	ME	38,940	26,483	18.6	43.8	.38	—	—
	Herald Courier	BN	M	29,148	17,060	12.0	—	x	—	—
	Virginia-Tennessean	BN	E	9,792	9,423	6.6	—	x	—	—
	Johnson City Press-Chronicle	BN	ME	26,850	25,258	17.7	61.5	.31	—	155
	Press-Chronicle	BN	M	4,685	3,564	2.5	—	x	—	155
	Press-Chronicle	BN	E	22,165	21,694	15.2	—	x	—	155
	Other newspapers and group buys									
	Elizabethton Star (S)	GA	E	9,000	—	—	—	.22	—	—

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[1] ABC audit pending.

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89. TACOMA—142,200 hslds. (0.2% of U.S.)
ADI: Seattle-Tacoma (18)

Rank SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Tacoma News Tribune	SF	E	103,067	96,016	67.5	67.5	.97	1	—
—Seattle Post-Intelligencer	HS	M	194,966	13,528	9.5	77.0	1.96*	2	—

90. CHATTANOOGA—140,800 hslds. (0.2% of U.S.)
ADI: Chattanooga (76)

Rank SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Chattanooga News-Free Press	LA	E	64,280	54,356	38.6	38.6	.54	—	—
Chattanooga Times	BN	M	53,886	44,907	31.9	70.5	.50	—	—

91. WICHITA—140,500 hslds. (0.2% of U.S.)
ADI: Wichita-Hutchinson (53)

Rank SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Wichita Eagle, Beacon	KR	ME	165,635	127,716	90.9	90.9	2.09	1	—
Eagle	KR	M	123,054	85,673	61.0	—	1.65	1	—
Beacon	KR	E	42,581	42,043	29.9	—	.99	1	—
Other newspapers and group buys									
Augusta Daily Gazette (S)	—	E	3,100	—	—	—	.15*	1	—

92. BATON ROUGE—139,200 hslds. (0.2% of U.S.)
ADI: Baton Rouge (98)

Rank SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Baton Rouge Advocate, State-Times	BN	ME	111,913	88,032	63.2	63.2	1.19	—	—
Advocate	BN	M	68,943	47,269	34.0	—	.93	—	—
State-Times	BN	E	42,970	40,763	29.3	—	.88	—	—

93. MOBILE—138,600 hslds. (0.2% of U.S.)
ADI: Mobile-Pensacola (61)

Rank SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Mobile Register, Press	NN	ME	101,937	90,394	65.2	65.2	.95	—	121
Register	NN	M	47,942	40,889	29.5	—	z	—	121
Press	NN	E	53,995	49,505	35.7	—	z	—	121
Mobile/Pascagoula Press Register Unit #121	NN	—	124,275	49,846	36.0	—	.87	—	121

94. CANTON—138,400 hslds. (0.2% of U.S.)
ADI: Cleveland (9), Wheeling-Steubenville (112)

Rank SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Canton Repository	CW	E	66,002	64,837	46.8	46.8	.68	—	—

WICHITA IS KANSAS!

THE WICHITA-HUTCHINSON ADI:
- 1,096,700 Population
- 397,300 Households — 54th nationally
- $7,083,000,000 CSI — 54th nationally

THE WICHITA EAGLE/BEACON BUY:
- 40% ADI Penetration
- 162,943 Total Circulation

(SRDS CMD 1/1/79; S&MM Survey of Buying Power '79; Circ. '79/'80

ads E

The Wichita Eagle and Wichita Beacon

Contact: Knight-Ridder Newspaper Sales, Inc.

KANSAS
WICHITA

CANTON CONTINUED	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Massillon Independent	LA	E	18,751	18,050	13.0	59.8	.34	1m	35
Alliance Review	LA	E	14,718	10,993	7.9	57.7	.31	—	35
—Akron Beacon Journal	KR	E	168,108	9,336	6.7	74.4	1.82	1	——
—Cleveland Plain Dealer	NN	M	382,239	6,937	5.0	79.4	2.25	3	——
Other newspapers and group buys									
Cleveland ADI Newspapers #35 (A-S)	LA	—	279,570	29,212	—	—	3.87	—	35
95. EL PASO—134,400 hslds. (0.2% of U.S.) ADI: El Paso (103)									
ABC audited newspapers and group buys									
El Paso Times, Herald-Post	SK-GT	ME	90,760	78,355	58.3	58.3	.89	1	——
Times	SK-GT	M	55,342	44,552	33.1	—	.81	1	——
Herald-Post	SK-GT	E	35,418	33,803	25.2	—	.81	1	——
96. LITTLE ROCK-NORTH LITTLE ROCK—133,200 hslds. (0.2% of U.S.) ADI: Little Rock (55)									
ABC audited newspapers and group buys									
Little Rock Arkansas Gazette	SF	M	130,999	66,926	50.2	50.2	1.25	2m	——
Little Rock Arkansas Democrat[1]	BN	E	53,876	30,990	23.3	73.5	.75	2m	——
Other newspapers and group buys									
Benton Courier (S)	—	E	10,136	—	—	—	.265*	1	——
97. ALBUQUERQUE—133,000 hslds. (0.2% of U.S.) ADI: Albuquerque (79)									
ABC audited newspapers and group buys									
Albuquerque Journal, Tribune	BN-SK	ME	119,364	94,540	71.1	71.1	1.10	—	——
Journal	BN-SK	M	79,883	57,801	43.5	—	.85	—	——
Tribune	BN-SK	E	39,481	36,739	27.6	—	.75	—	——
98. DAVENPORT-ROCK ISLAND-MOLINE—132,900 hslds. (0.2% of U.S.) ADI: Davenport-Rock Island-Moline (75)									
ABC audited newspapers and group buys									
Davenport-Kewanee-Muscatine Group #39	BN	—	86,445	58,533	44.0	—	1.08	—	39
Davenport-Kewanee Quad City Unit #40	BN	—	74,329	58,313	43.9	—	.87	—	40
Moline-Rock Island Quad City Metro Unit #93	BN	—	58,829	53,545	40.3	—	.65	—	93
Quad-City Times	BN	AD	63,573	52,818	39.7	39.7	.71*	1	41-40-39
Davenport-Muscatine Unit #41	BN	—	76,623	51,739	38.9	—	.92	—	41
Moline Dispatch	BN	E	36,016	34,560	26.0	65.7	.45*	1	93
Rock Island Argus	BN	E	23,372	18,540	14.0	79.7	.42*	1	93
Kewanee Star-Courier	BN	E	9,814	6,574	4.9	84.6	.20	1	——
99. LAS VEGAS—132,000 hslds. (0.2% of U.S.) ADI: Las Vegas (137)									
ABC audited newspapers and group buys									
Las Vegas Review-Journal	WD	E	73,746	71,674	54.3	54.3	.87*	1	——
Las Vegas Sun	LA	M	44,002	41,827	31.7	86.0	.54*	—	——
100. PEORIA—127,900 hslds. (0.2% of U.S.) ADI: Peoria (89)									
ABC audited newspapers and group buys									
Peoria Journal Star	CW	AD	103,013	83,990	65.7	65.7	.86	—	——
Pekin Times	BN	E	22,701	17,595	13.8	79.5	.31	—	——

[1] Now a morning newspaper.

101. FORT WAYNE—127,000 hslds. (0.2% of U.S.)

ADI: Ft. Wayne (96)

Rank SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News plan	Group number
ABC audited newspapers and group buys									
Fort Wayne Journal-Gazette, News-Sentinel	BN	ME	133,972	105,028	82.7	82.7	.94	1	——
Journal-Gazette	BN	M	61,235	43,946	34.6	—	.91	1	——
News-Sentinel	BN	E	72,737	61,082	48.1	—	.91	1	——
Other newspapers and group buys									
Auburn Evening Star (S)	—	E	6,100	—	—	—	.18*	—	——
Decatur Daily Democrat (S)	AN	E	5,925	—	—	—	.17	1	——

102. YORK—125,900 hslds. (0.2% of U.S.)

ADI: Harrisburg-York-Lancaster-Lebanon (48)

Rank SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News plan	Group number
ABC audited newspapers and group buys									
York Dispatch	CW	E	49,194	48,429	38.5	38.5	.41	—	——
York Daily Record	LA	M	34,815	33,793	26.8	65.3	.40	1	——
Hanover Sun	TN	E	25,388	16,226	12.9	78.2	.33	—	——
Mason/Dixon Newspaper Network #84	LA-GT	—	88,182	10,417	8.3	—	1.15	—	84
Gettysburg Times	LA	E	11,270	10,220	8.1	86.3	.20	—	84-115

103. SHREVEPORT—125,200 hslds. (0.2% of U.S.)

ADI: Shreveport-Texarkana (58)

Rank SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News plan	Group number
ABC audited newspapers and group buys									
Shreveport Times, Journal	GT	ME	126,621	91,520	73.1	73.1	1.07	1	134
Times	GT	M	90,065	60,693	48.5	—	.80	1	134
Journal	GT	E	36,556	30,827	24.6	—	.50	1	134
Shreveport-Monroe Newspaper Market #134	GT	—	177,413	91,520	73.1	—	1.57	—	134
Other newspapers and group buys									
Minden Press-Herald (S)	—	E	5,000	—	—	—	.20	1	——

104. BAKERSFIELD—125,000 hslds. (0.2% of U.S.)

ADI: Los Angeles (2), Bakersfield (151)

Rank SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News plan	Group number
ABC audited newspapers and group buys									
Bakersfield Californian[1]	SF	E	62,843	61,859	49.5	49.5	.77	1m	——
—Los Angeles Times	LT-LC	M	1,022,899	8,804	7.0	56.5	5.86	1m	——

105. BEAUMONT-PORT ARTHUR-ORANGE—123,800 hslds. (0.2% of U.S.)

ADI: Beaumont-Port Arthur (123)

Rank SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News plan	Group number
ABC audited newspapers and group buys									
Beaumont Enterprise, Journal	—	ME	78,727	59,628	48.2	48.2	.75*	—	——
Enterprise	—	M	64,313	45,800	37.0	—	.74	—	——
Journal	—	E	14,414	13,828	11.2	—	.74	—	——
Port Arthur News	CW	E	27,059	26,774	21.6	69.8	.43	—	10
Austin Group #10	CW	—	242,996	26,774	21.6	—	2.51	—	10

106. DES MOINES—121,500 hslds. (0.2% of U.S.)

ADI: Des Moines (62)

Rank SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News plan	Group number
ABC audited newspapers and group buys									
Des Moines Register, Tribune	CW	ME	311,165	111,449	91.7	91.7	3.60	3	——
Register	CW	M	221,760	47,237	38.9	—	2.51	3	——
Tribune	CW	E	89,405	64,212	52.8	—	2.37	3	——

[1] Now a morning newspaper.

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
107.	**LANCASTER**—119,000 hslds. (0.2% of U.S.)									
	ADI: Harrisburg-York-Lancaster-Lebanon (48)									
	ABC audited newspapers and group buys									
	Lancaster Intelligencer-Journal, New-Era	—	ME	100,540	95,865	80.6	80.6	.64	3	—
	Intelligencer Journal	—	M	40,414	36,996	31.1	—	.59	3	—
	New Era	—	E	60,126	58,869	49.5	—	.61	3	—
	Other newspapers and group buys									
	Columbia News (S)	LA	E	5,000	—	—	—	.11	—	115
108.	**CHARLESTON-NORTH CHARLESTON, SC**—117,700 hslds. (0.2% of U.S.)									
	ADI: Charleston, SC (121)									
	ABC audited newspapers and group buys									
	Charleston News and Courier, Post	CW	ME	102,473	83,933	71.3	71.3	1.19	—	31
	Courier	CW	M	66,119	48,607	41.3	—	1.19	—	31
	Post	CW	E	36,354	35,326	30.0	—	.785	—	31
	Other newspapers and group buys									
	Charleston-Aiken Unit #31 (A-S)	CW	—	103,969	85,870	—	—	1.41	—	31
109.	**COLUMBIA, SC**—116,300 hslds. (0.2% of U.S.)									
	ADI: Columbia, SC (93)									
	ABC audited newspapers and group buys									
	Columbia State, Record	SK	ME	136,771	94,291	81.1	81.1	1.36*	1	—
	State	SK	M	103,528	62,739	53.9	—	z	1	—
	Record	SK	E	33,243	31,552	27.1	—	z	1	—
	Columbia-Myrtle Beach Unit #38	SK	—	152,409	94,291	81.1	—	1.36	—	38
110.	**SPOKANE**—116,200 hslds. (0.2% of U.S.)									
	ADI: Spokane (71)									
	ABC audited newspapers and group buys									
	Spokane Spokesman-Review, Chronicle	CW	ME	136,145	93,091	80.1	80.1	1.18*	1	—
	Spokesman-Review	CW	M	73,066	43,372	37.3	—	.89	1	—
	Chronicle	CW	E	63,079	49,719	42.8	—	.89	1	—
111.	**NEWPORT NEWS-HAMPTON**—115,100 hslds. (0.2% of U.S.)									
	ADI: Norfolk-Portsmouth-Newport News-Hampton (50)									
	ABC audited newspapers and group buys									
	Newport News-Press, Times-Herald	SF	ME	100,500	93,675	81.4	81.4	.88*	1	—
	News-Press	SF	M	57,278	50,846	44.2	—	x	1	—
	Times-Herald	SF	E	43,222	42,829	37.2	—	x	1	—
112.	**READING**—112,000 hslds. (0.1% of U.S.)									
	ADI: Philadelphia (4)									
	ABC audited newspapers and group buys									
	Reading Times, Eagle	SK	ME	85,878	81,926	73.1	73.1	.65	—	—
	Times	SK	M	41,846	38,994	34.8	—	x	—	—
	Eagle	SK	E	44,032	42,932	38.3	—	x	—	—
	—Pottstown Mercury	LA	M	30,116	6,035	5.4	78.5	.47	1	140
113.	**TRENTON**—110,200 hslds. (0.1% of U.S.)									
	ADI: Philadelphia (4)									
	ABC audited newspapers and group buys									
	Trenton Times	SK	E	71,922	56,061	50.9	50.9	1.00	—	—

TRENTON CONTINUED	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Trenton Trentonian	LA	M	64,009	48,520	44.0	94.9	.72	1	—
—New York Times	NT	M	852,160	8,814	8.0	102.9	7.00	3	—
114. UTICA-ROME—110,100 hslds. (0.1% of U.S.) ADI: Syracuse (63), Utica (153)									
ABC audited newspapers and group buys									
Utica Press, Observer-Dispatch	GT	ME	65,489	62,580	56.8	56.8	.92	1	157
Press	GT	M	27,775	25,947	23.6	—	.52	1	157
Dispatch	GT	E	37,714	36,633	33.3	—	.80	1	157
U-BIE #157	GT	—	223,011	62,580	56.8	—	2.584	—	157
Rome Daily Sentinel	—	E	19,672	18,777	17.1	73.9	.32	1m	144
Other newspapers and group buys									
Syracuse Area Newspaper Network #144 (A-S)	LA	—	110,484	27,193	—	—	1.90	—	144
Little Falls Times (S)	LA	E	6,291	—	—	—	.17	1	—
115. STOCKTON—107,900 hslds. (0.1% of U.S.) ADI: Sacramento-Stockton (24)									
ABC audited newspapers and group buys									
Stockton Record	GT	E	55,707	52,628	48.8	48.8	.70	1	—
—San Francisco Examiner, Chronicle	SF	ME	648,038	9,911	9.2	58.0	4.54	1	—
116. MADISON—106,300 hslds. (0.1% of U.S.) ADI: Madison (106)									
ABC audited newspapers and group buys									
Madison Wisconsin State Journal, Capital Times	BN	ME	111,953	74,730	70.3	70.3	1.20*	1	—
State Journal	BN	M	74,272	42,651	40.1	—	1.05	1	—
Capital Times	BN	E	37,681	32,079	30.2	—	.90	1	—
117. BINGHAMTON—104,700 hslds. (0.1% of U.S.) ADI: Wilkes Barre-Scranton (40), Binghamton (124)									
ABC audited newspapers and group buys									
U-BIE #157	GT	—	223,011	88,309	84.3	—	2.584	—	157
Binghamton Sun-Bulletin Press	GT	ME	95,489	86,914	83.0	83.0	.91	1	157
Sun-Bulletin	GT	M	27,008	25,601	24.5	—	.51	1	157
Press	GT	E	68,481	61,313	58.6	—	.76	1	157
118. SANTA BARBARA-SANTA MARIA-LOMPOC—103,900 hslds. (0.1% of U.S.) ADI: Santa Barbara-Santa Maria-San Luis Obisbo (117)									
ABC audited newspapers and group buys									
Santa Barbara News-Press	CW	E	45,682	45,273	43.6	43.6	.43*	1	—
Lompoc Record	WD	E	9,084	9,012	8.7	52.3	.22*	1	—
—Los Angeles Times	LT-LC	M	1,022,899	13,469	13.0	65.3	5.86	1m	—
119. HUNTINGTON-ASHLAND—103,500 hslds. (0.1% of U.S.) ADI: Charleston-Huntington (42)									
ABC audited newspapers and group buys									
Huntington Herald-Dispatch, Advertiser[1]	GT	ME	55,563	49,381	47.7	47.7	—	—	—
Herald-Dispatch	GT	M	42,987	37,098	35.8	—	.85	1	—
Advertiser[1]	GT	E	12,576	12,283	11.9	—	—	—	—
Ashland Daily Independent	BN	E	26,098	20,723	20.0	67.7	.40	—	—
Ironton Tribune	—	E	9,712	9,308	9.0	76.7	.21	—	—

[1] Huntington Advertiser has been discontinued.

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
120.	**LEXINGTON-FAYETTE—103,000 hslds. (0.1% of U.S.)** ADI: Lexington (88)									
	ABC audited newspapers and group buys									
	Lexington Herald, Leader	KR	ME	97,324	68,384	66.4	66.4	1.00	1	——
	Herald	KR	M	63,465	37,493	36.4	—	x	1	——
	Leader	KR	E	33,859	30,891	30.0	—	x	1	——
	—Louisville Courier-Journal, Times	—	ME	361,695	7,540	7.3	73.7	1.92	3	——
	Other newspapers and group buys									
	Central Kentucky Group #26 (A-S)	LA	—	63,841	6,452	—	—	1.07	—	26
	Winchester Sun (S)	LA	E	6,800	—	—	—	.20	1	26
121.	**EVANSVILLE—102,800 hslds. (0.1% of U.S.)** ADI: Evansville (87)									
	ABC audited newspapers and group buys									
	Evansville Courier, Press	SK	ME	107,552	82,110	79.9	79.9	.82	1	——
	Courier	SK	M	63,050	41,786	40.6	—	.68	1	——
	Press	SK	E	44,502	40,324	39.2	—	.67	1	——
	Henderson Gleaner	SK	M	10,765	9,413	9.2	89.1	.27	1	——
	Princeton Daily Clarion	—	E	6,921	6,516	6.3	95.4	.175*	1	——
122.	**LAKELAND-WINTER HAVEN—101,900 hslds. (0.1% of U.S.)** ADI: Tampa/St. Petersburg (17)									
	ABC audited newspapers and group buys									
	Lakeland Ledger[1]	BN-PF	E	38,017	36,886	36.2	36.2	.57*	1	145-21-22
	Central Florida Golden Markets-Group 2 #22	BN-PF	—	103,274	36,886	36.2	—	1.38	—	22
	Central Florida Golden Markets-Group 1 #21	BN-PF	—	128,344	36,886	36.2	—	2.15	—	21
	Tampa-St. Petersburg ADI Newspaper Group #145	BN-PF	—	155,053	36,886	36.2	—	1.86	—	145
	Winter Haven Daily News-Chief	LA	E	15,509	15,344	15.1	51.3	.25	1	——
	—Tampa Tribune, Times	SF-PF	ME	204,428	19,150	18.8	70.1	1.56	1	——
	Other newspapers and group buys									
	Lake Wales Daily Highlander (S)	—	E	5,600	—	—	—	.21	1	——
123.	**VALLEJO-FAIRFIELD-NAPA—101,400 hslds. (0.1% of U.S.)** ADI: San Francisco (5), Sacramento-Stockton (24)									
	ABC audited newspapers and group buys									
	Vallejo Times Herald	WD	M	26,738	26,299	25.9	25.9	.43	1m	160
	Napa Register	—	E	19,634	19,398	19.1	45.0	.31*	—	——
	—San Francisco Examiner, Chronicle	SF	ME	648,038	15,109	14.9	59.9	4.54	1	——
	Other newspapers and group buys									
	San Francisco USSPI Group #159 (A-V)	US	—	225,361	22,010	—	—	8.06	—	159
	Vallejo/Martinez Group #160 (A-S)	WD	—	29,728	26,299	—	—	.53	—	160
124.	**SANTA ROSA—100,000 hslds. (0.1% of U.S.)** ADI: San Francisco (5)									
	ABC audited newspapers and group buys									
	Santa Rosa Press Democrat	LA	E	58,771	51,396	51.4	51.4	.68	1	——
	Petaluma Argus-Courier	—	E	8,708	8,555	8.6	60.0	.27*	—	——
	—San Francisco Examiner, Chronicle	SF	ME	648,038	20,950	21.0	81.0	4.54	1	——
125.	**JACKSON, MS—96,800 hslds. (0.1% of U.S.)** ADI: Jackson, MS (83)									
	ABC audited newspapers and group buys									
	Jackson Clarion-Ledger, News	LA	ME	101,222	61,592	63.6	63.6	.82*	—	——
	Clarion-Ledger	LA	M	60,821	35,681	36.9	—	x	—	——
	News	LA	E	40,401	25,911	26.8	—	x	—	——

[1] Now a morning newspaper.

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
126.	**COLORADO SPRINGS—95,400 hslds. (0.1% of U.S.)** ADI: Colorado Springs-Pueblo (105)									
	ABC audited newspapers and group buys									
	Colorado Springs Gazette-Telegraph	CW	ME	70,414	68,368	71.7	71.7	.85	—	——
	Gazette-Telegraph	CW	M	15,535	14,858	15.6	—	x	—	——
	Gazette-Telegraph	CW	E	54,879	53,510	56.1	—	x	—	——
	Colorado Springs Sun	SF	M	24,631	23,644	24.8	96.5	.50*	—	——
127.	**CORPUS CHRISTI—95,100 hslds. (0.1% of U.S.)** ADI: Corpus Christi (132)									
	ABC audited newspapers and group buys									
	Corpus Christi Caller, Times	BN	ME	89,401	70,844	74.5	74.5	1.13	2	68
	Caller	BN	M	62,918	46,150	48.5	—	x	2	68
	Times	BN	E	26,483	24,694	26.0	—	x	2	68
	Other newspapers and group buys									
	Harte-Hanks Texas Group-1 #68 (A-S)	BN	—	281,258	70,844	—	—	4.131	—	68
128.	**SOUTH BEND—94,800 hslds. (0.1% of U.S.)** ADI: South Bend-Elkhart (77)									
	ABC audited newspapers and group buys									
	South Bend Tribune	SK	E	110,075	72,766	76.8	76.8	1.09*	1	——
	—Chicago Tribune	CT-WA	AD	757,712	4,792	5.1	81.9	5.97	2	——
129.	**HUNTSVILLE—93,800 hslds. (0.1% of U.S.)** ADI: Huntsville-Decatur-Florence (99)									
	ABC audited newspapers and group buys									
	Huntsville News, Times	NN	ME	65,438	59,615	63.6	63.6	.72*	1	——
	News	NN	M	13,419	13,326	14.2	—	.63	1	——
	Times	NN	E	52,019	46,289	49.3	—	.63	1	——
	Other newspapers and group buys									
	Athens News Courier (S)	—	M	7,390	—	—	—	.16*	—	——
130.	**ROCKFORD—93,000 hslds. (0.1% of U.S.)** ADI: Rockford (101)									
	ABC audited newspapers and group buys									
	Rockford Star, Register-Republic[1]	GT	ME	79,233	59,994	64.5	64.5	—	—	——
	Star	GT	M	53,796	36,165	38.9	—	.86	1m	——
	Register-Republic[1]	GT	E	25,437	23,829	25.6	—	—	—	——
	Northern Illinois Newspaper Network #106	LA	—	49,803	5,199	5.6	—	.90	—	106
	Other newspapers and group buys									
	Belvidere Daily Republican (S)	LA	E	5,600	—	—	—	.18	1	106
131.	**DULUTH-SUPERIOR—92,900 hslds. (0.1% of U.S.)** ADI: Duluth-Superior (110)									
	ABC audited newspapers and group buys									
	Duluth News-Tribune, Herald	KR	ME	73,214	54,662	58.8	58.8	1.13	1	——
	News-Tribune	KR	M	51,789	35,088	37.8	—	.84	1	——
	Herald	KR	E	21,425	19,574	21.1	—	.84	1	——
	Superior Evening Telegram	LA-ND	E	14,593	11,097	11.9	70.7	.28	1	143

[1] Rockford Register Republic is no longer published. The newspaper is now called the Rockford Register Star and is published mornings only.

DULUTH CONTINUED	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Other newspapers and group buys									
Duluth-Superior ADI Newspapers #45 (A-S)	LA	—	49,042	33,586	—	—	.74	—	45
Mesabi Daily News (S)	LA-ND	E	15,337	—	—	—	.27	1	45
132. ERIE—92,300 hslds. (0.1% of U.S.) ADI: Erie (131)									
ABC audited newspapers and group buys									
Erie News, Times	SK	ME	75,942	72,653	78.7	78.7	.78	—	——
News	SK	M	24,432	23,105	25.0	—	.45	—	——
Times	SK	E	51,510	49,548	53.7	—	.67	—	——
133. CHARLESTON, WV—91,900 hslds. (0.1% of U.S.) ADI: Charleston-Huntington (42)									
ABC audited newspapers and group buys									
Charleston Gazette, Mail	SF	ME	112,861	80,100	87.2	87.2	1.56	1	——
Gazette	SF	M	56,123	34,018	37.0	—	z	1	——
Mail	SF	E	56,738	46,082	50.1	—	z	1	——

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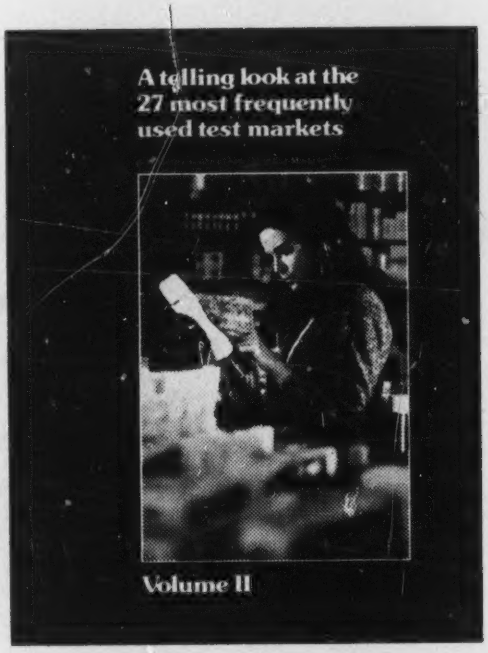

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Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
134.	**EUGENE-SPRINGFIELD—91,700 hslds. (0.1% of U.S.)**									
	ADI: Eugene (126)									
	ABC audited newspapers and group buys									
	Eugene Register-Guard	SF	E	60,706	57,689	62.9	62.9	.66*	—	——
	—Portland Oregonian, Journal	NN	ME	345,758	6,096	6.6	69.5	z	3	——
135.	**JOHNSTOWN—91,600 hslds. (0.1% of U.S.)**									
	ADI: Johnstown-Altoona (72)									
	ABC audited newspapers and group buys									
	Johnstown Tribune-Democrat	—	M	58,854	52,372	57.2	57.2	.64	1	——
	Somerset Daily American	LA	M	8,192	7,861	8.6	65.8	.20*	1	——
	Other newspapers and group buys									
	Pennsylvania Newspaper Network #115 (A-S)	LA	—	990,896	7,904	—	--	15.68	—	115
136.	**APPLETON-OSHKOSH—91,200 hslds. (0.1% of U.S.)**									
	ADI: Green Bay (67)									
	ABC audited newspapers and group buys									
	Appleton Post-Crescent	CW	E	50,790	43,657	47.9	47.9	.72	—	——
	Oshkosh Northwestern	—	E	29,694	23,311	25.6	73.5	.43*	1	——
	—Milwaukee Journal, Sentinel	MN	ME	492,876	8,174	9.0	82.5	1.50	3m	——
137.	**PENSACOLA—90,400 hslds. (0.1% of U.S.)**									
	ADI: Mobile-Pensacola (61)									
	ABC audited newspapers and group buys									
	Pensacola Journal, News	GT	ME	73,125	62,942	69.6	69.6	.98	1	——
	Journal	GT	M	57,736	48,553	53.7	—	x	1	——
	News	GT	E	15,389	14,389	15.9	—	x	1	——
138.	**AUGUSTA—89,800 hslds. (0.1% of U.S.)**									
	ADI: Augusta (107)									
	ABC audited newspapers and group buys									
	Augusta Chronicle, Hrld, Chronicle-Hrld	BN	ME	73,599	59,673	66.5	66.5	1.11*	—	57
	Chronicle	BN	M	54,310	41,499	46.2	—	1.01	—	57
	Herald	BN	E	19,289	18,174	20.2	—	.91	—	57
	Georgia Group #57	BN-KR	—	289,726	59,673	66.5	—	3.66	—	57
139.	**DAYTONA BEACH—89,200 hslds. (0.1% of U.S.)**									
	ADI: Orlando-Daytona Beach (41)									
	ABC audited newspapers and group buys									
	Daytona Beach Journal, News	SF-PF	ME	76,403	72,835	81.7	81.7	1.04*	2	——
	Journal	SF-PF	M	45,723	43,011	48.2	—	1.02	2	——
	News	SF-PF	E	30,680	29,824	33.4	—	1.02	2	——
	De Land Sun News	LA	E	8,630	8,443	9.5	91.2	.22*	3	——
	—Orlando Sentinel Star	CW-PF	AD	190,938	13,971	15.7	106.9	2.22	3	——
140.	**SALINAS-SEASIDE-MONTEREY—88,800 hslds. (0.1% of U.S.)**									
	ADI: Salinas-Monterey (109)									
	ABC audited newspapers and group buys									
	Monterey Peninsula Herald	BN	E	30,614	30,315	34.1	34.1	.51	1	1
	Salinas Californian	GT	E	23,797	23,478	26.4	60.5	.46*	1	——

SALINAS CONTINUED

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
—San Francisco Examiner, Chronicle	SF	ME	648,038	9,883	11.1	71.6	4.54	1	——
—San Jose Mercury, News	KR	ME	212,657	4,558	5.1	76.7	z	3	——
Other newspapers and group buys									
ADI Super/Market Discount Group #1 (A-S)	BN	—	96,761	31,889	—	—	1.43	—	1

141. KALAMAZOO-PORTAGE—88,000 hslds. (0.1% of U.S.)

ADI: Grand Rapids-Kalamazoo-Battle Creek (39)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Grand Rapids-Kalamazoo-Muskegon Unit #60	NN-MS	—	231,727	50,820	57.8	—	2.44	—	60
Booth Newspaper Group #15	NN	—	512,621	50,820	57.8	—	5.73	—	15
Kalamazoo Gazette	NN	E	58,717	50,754	57.7	57.7	.76	1m	15
—Detroit Free Press	KR	M	615,168	4,768	5.4	63.1	4.47	3	——
—Benton Harbor Herald-Palladium	LA	E	35,723	4,757	5.4	68.5	.48*	1	——

142. MANCHESTER-NASHUA—87,000 hslds. (0.1% of U.S.)

ADI: Boston (6)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Manchester Union Leader	SF	AD	64,477	31,646	36.4	36.4	.79	1	——
BAND (Boston Area Newspaper Dailies) #11	LA	—	568,430	27,044	31.1	—	5.30	—	11
Nashua Telegraph	LA	E	25,868	25,175	28.9	65.3	.33	1	11
—Boston Herald American	HS	M	286,101	5,618	6.5	71.8	2.99	3	——
—Boston Globe	MN	AD	467,348	5,396	6.2	78.0	3.70	3m	——

143. MODESTO—86,700 hslds. (0.1% of U.S.)

ADI: Sacramento-Stockton (24)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Modesto Bee	CW	M	61,719	51,429	59.3	59.3	.59*	—	——
Turlock Journal	BN	E	8,593	7,439	8.6	67.9	.20*	—	——
—San Francisco Examiner, Chronicle	SF	ME	648,038	5,417	6.2	74.1	4.54	1	——

144. MONTGOMERY—86,700 hslds. (0.1% of U.S.)

ADI: Montgomery (120)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Montgomery Advertiser, Alabama Journal	SF	ME	72,915	51,133	59.0	59.0	.80	1	——
Advertiser	SF	M	48,070	27,949	32.2	—	.74	1	——
Journal	SF	E	24,845	23,184	26.7	—	.74	1	——

LEGEND TO NEWSPAPER REPS

AD	Arkansas Dailies
AN	American Newspaper Representatives
AP	Amalgamated Publishers
BN	Branham Newspaper Sales
CN	California Newspaper Markets
CS	Chicago Sun-Times/News
CT	Chicago Tribune
CW	Cresmer, Woodward, O'Mara & Ormsbee
DN	Drukker Newspapers
GA	General Advertising Service
GN	Georgia Newspaper Service
GT	Gannett Newspaper Sales
HH	Harte-Hanks Texas Group
HS	Hearst Advertising Service
ID	Iowa Daily Press Assn.
IN	Independent Newspaper Markets
KR	Knight-Ridder Newspaper Sales
LA	Landon Associates
LC	The Leonard Co.
LT	Los Angeles Times
MM	Mid-South Mississippi Dailies
MN	Million Market Newspapers
MP	Missouri Press Service
MR	Metropolitan Publishers Representatives
ND	Northwest Dailies
NE	Newsday
NN	Newhouse Newspapers—Metro-Suburbia
NT	New York Times
NY	New York News
NX	Nixon Newspapers
OS	Ohio Newspaper Service
PF	Publishers' Representatives of Florida
RH	Robert Hitchings & Co.
SD	Southwest Dailies
SF	Sawyer-Ferguson-Walker Co.
SK	Story & Kelly-Smith
TN	Thomson Newspapers
TP	Texas Daily Press League
US	U.S. Suburban Press
WA	Western States Associates
WD	Western Dailies

For Rep Directory see page 357.

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
145.	**LORAIN-ELYRIA—85,400 hslds. (0.1% of U.S.)** ADI: Cleveland (9)									
	ABC audited newspapers and group buys									
	Lorain Journal	BN	E	43,168	37,424	43.8	43.8	.41*	1	73
	Horvitz Newspapers #73	BN	—	145,167	36,972	43.3	—	1.10	—	73
	Elyria Chronicle-Telegram	LA	E	41,354	34,928	40.9	84.7	.38*	1	35
	—Cleveland Plain Dealer	NN	M	382,239	11,003	12.9	97.6	2.25	3	——
	—Cleveland Press	SK	E	305,877	5,183	6.1	103.7	2.10	2	——
	Other newspapers and group buys									
	Cleveland ADI Newspapers #35 (A-S)	LA	—	279,570	34,931	—	—	3.87	—	35
146.	**HAMILTON-MIDDLETOWN—83,300 hslds. (0.1% of U.S.)** ADI: Cincinnati (25)									
	ABC audited newspapers and group buys									
	Hamilton Journal-News	BN	E	30,583	29,944	35.9	35.9	.52	1	——
	Middletown Journal	LA	E	26,167	19,052	22.9	58.8	.48	—	——
	Cincinnati Enquirer/Post #183	GT	—	368,883	15,761	18.9	—	2.507	—	183
	—Cincinnati Enquirer	GT	M	186,991	15,761	18.9	77.7	1.55	3	183
	Other newspapers and group buys									
	Cincinnati USSPI Group #159 (A-V-C)	US	—	30,120	29,577	—	—	3.23	—	159
147.	**ANN ARBOR—82,200 hslds. (0.1% of U.S.)** ADI: Detroit (7)									
	ABC audited newspapers and group buys									
	Booth Newspaper Group #15	NN	—	512,621	39,799	48.4	—	5.73	—	15
	Ann Arbor-Jackson Group #5	NN	—	80,938	39,799	48.4	—	1.26	—	5
	Ann Arbor News	NN	E	42,450	39,595	48.2	48.2	.70	1	15
	Ypsilanti Press	BN	E	15,468	12,806	15.6	63.8	.39	1	——
	—Detroit Free Press	KR	M	615,168	17,869	21.7	85.5	4.47	3	——
148.	**PORTLAND, ME—82,000 hslds. (0.1% of U.S.)** ADI: Portland-Poland Spring (78)									
	ABC audited newspapers and group buys									
	Portland Press Herald, Express	LA	ME	84,148	60,066	73.3	73.3	.83*	1	——
	Press Herald	LA	M	53,984	31,503	38.4	—	.67	1	——
	Express	LA	E	30,164	28,563	34.8	—	.67	1	——
	Brunswick Times Record	LA	E	12,714	11,758	14.3	87.6	.26	1	——
149.	**NEW LONDON-NORWICH—80,200 hslds. (0.1% of U.S.)** ADI: Providence (31)									
	ABC audited newspapers and group buys									
	New London Day	BN	E	37,483	36,788	45.9	45.9	.57	1	——
	—New York Daily News	NY-WA-CW	M	1,815,441	5,247	6.5	52.4	11.29	2	——
	—Hartford Courant	MN	M	210,771	5,247	6.5	58.9	1.39	—	——
	Other newspapers and group buys									
	Providence Area Newspaper Network #122 (A-S)	LA	—	176,309	26,277	—	—	2.40	—	122
150.	**MACON—80,100 hslds. (0.1% of U.S.)** ADI: Macon (146)									
	ABC audited newspapers and group buys									
	Macon Telegraph, News	KR	ME	75,507	53,819	67.2	67.2	.96	1	57

MACON CONTINUED	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Telegraph	KR	M	51,705	33,435	41.7	—	x	1	57
News	KR	E	23,802	20,384	25.4	—	x	1	57
Georgia Group #57	BN-KR	—	289,726	53,819	67.2	—	3.66	—	57
Warner Robins Daily Sun	LA	E	10,159	10,042	12.5	79.7	.26	—	88
Other newspapers and group buys									
Mid-Georgia Newspaper Network #88 (A-S)	LA	—	23,049	10,042	—	—	.88	—	88

151. SALEM—78,800 hslds. (0.1% of U.S.)

ADI: Portland, OR (21)

ABC audited newspapers and group buys	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Salem Oregon Statesman, Capital Journal	GT	ME	63,084	52,135	66.2	66.2	.68*	—	——
Oregon Statesman	GT	M	44,406	38,252	48.5	—	x	—	——
Capital Journal	GT	E	18,678	13,883	17.6	—	x	—	——
—Portland Oregonian, Journal	NN	ME	345,758	6,546	8.3	74.5	z	3	——

152. ROANOKE—77,400 hslds. (0.1% of U.S.)

ADI: Roanoke-Lynchburg (64)

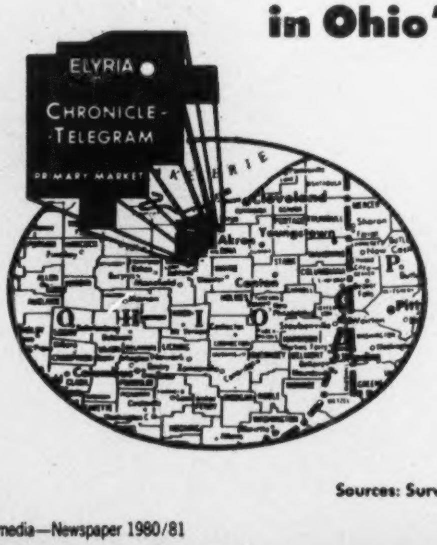
ABC audited newspapers and group buys	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Roanoke Times & World-News	BN	ME	114,195	66,400	85.8	85.8	1.09	—	——
Times & World-News	BN	M	64,742	19,916	25.7	—	.77	—	——
Times & World-News	BN	E	49,453	46,484	60.1	—	.77	—	——

153. SARASOTA—75,500 hslds. (0.1% of U.S.)

ADI: Tampa-St. Petersburg (17)

ABC audited newspapers and group buys	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Sarasota Herald Tribune, Journal	BN-PF	ME	80,424	61,860	81.9	81.9	.87*	1m	145
Herald Tribune	BN-PF	M	72,497	54,331	72.0	—	.77	1m	145
Journal	BN-PF	E	7,927	7,529	10.0	—	.26	1m	145
Tampa-St. Petersburg ADI Newspaper Group #145	BN-PF	—	155,053	61,860	81.9	—	1.86	—	145

in Ohio's 9th Largest Metro Market ...



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Sources: Survey of Buying Power 7/79 - A.B.C. 3/31/79

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
154.	**ATLANTIC CITY**—74,400 hslds. (0.1% of U.S.) ADI: Philadelphia (4)									
	ABC audited newspapers and group buys									
	Atlantic City Press	SF	M	70,544	46,569	62.6	62.6	.57	1	——
	—Philadelphia Bulletin	MN	E	500,059	8,666	11.6	74.2	6.21*	3	——
	—Philadelphia Inquirer	KR	M	416,605	4,547	6.1	80.3	5.30	3	——
155.	**POUGHKEEPSIE**—74,200 hslds. (0.1% of U.S.) ADI: New York (1)									
	ABC audited newspapers and group buys									
	Poughkeepsie Journal	GT	E	40,206	38,342	51.7	51.7	.63*	1	164
	—New York Daily News	NY-WA-CW	M	1,815,441	12,526	16.9	68.6	11.29	2	——
	—Newburgh Evening News	TN	E	25,806	4,511	6.1	74.7	.38	—	——
	—New York Times	NT	M	852,160	4,484	6.0	80.7	7.00	3	——
156.	**SAGINAW**—72,600 hslds. (0.1% of U.S.) ADI: Flint-Saginaw-Bay City (57)									
	ABC audited newspapers and group buys									
	Flint-Saginaw-Bay City Group #49	NN	—	198,992	46,894	64.6	—	2.37	—	49
	Booth Newspaper Group #15	NN	—	512,621	46,894	64.6	—	5.73	—	15
	Saginaw News	NN	E	52,811	46,467	64.0	64.0	.81	1m	15
	—Detroit Free Press	KR	M	615,168	6,513	9.0	73.0	4.47	3	——
157.	**COLUMBUS, GA**—72,500 hslds. (0.1% of U.S.) ADI: Columbus, GA (119)									
	ABC audited newspapers and group buys									
	Georgia Group #57	BN-KR	—	289,726	52,754	72.8	—	3.66	—	57
	Columbus Enquirer, Ledger	KR	ME	64,733	51,698	71.3	71.3	.89	1	57
	Enquirer	KR	M	33,614	22,375	30.9	—	x	1	57
	Ledger	KR	E	31,119	29,323	40.4	—	x	1	57
158.	**SPRINGFIELD, MO**—71,700 hslds. (0.1% of U.S.) ADI: Springfield, MO (81)									
	ABC audited newspapers and group buys									
	Springfield News, Leader & Press	GT	ME	79,424	51,208	71.4	71.4	.91	2	——
	News	GT	M	33,899	15,445	21.5	—	.646	2	——
	Leader & Press	GT	E	45,525	35,763	49.9	—	.782	2	——
159.	**SAVANNAH**—71,400 hslds. (0.1% of U.S.) ADI: Savannah (111)									
	ABC audited newspapers and group buys									
	Georgia Group #57	BN-KR	—	289,726	55,375	77.6	—	3.66	—	57
	Savannah News, Press	BN	ME	77,775	54,798	76.7	76.7	1.11*	—	57
	News	BN	M	56,174	35,642	49.9	—	x	—	57
	Press	BN	E	21,601	19,156	26.8	—	x	—	57
160.	**MELBOURNE-TITUSVILLE-COCOA**—71,300 hslds. (0.1% of U.S.) ADI: Orlando-Daytona Beach (41)									
	ABC audited newspapers and group buys									
	Cocoa Today	GT-SF	M	61,402	55,917	78.4	78.4	.87	2	——
	—Orlando Sentinel Star	CW-PF	AD	190,938	9,055	12.7	91.1	2.22	3	——

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
161.	**LIMA—71,200 hslds. (0.1% of U.S.)** ADI: Dayton (47), Toledo (59), Fort Wayne (96), Lima (194)									
	ABC audited newspapers and group buys									
	Lima News	CW	E	40,711	36,799	51.7	51.7	.48*	2m	—
	Other newspapers and group buys									
	Delphos Daily Herald (S)	AN	E	3,921	—	—	—	.16	1m	—
162.	**SANTA CRUZ—70,900 hslds. (0.1% of U.S.)** ADI: Salinas-Monterey (109)									
	ABC audited newspapers and group buys									
	Santa Cruz Sentinel	BN	E	24,757	24,446	34.5	34.5	.36*	—	1
	Watsonville Register-Pajaronian	BN	E	11,923	10,186	14.4	48.9	.27*	—	1
	—San Francisco Examiner, Chronicle	SF	ME	648,038	8,438	11.9	60.8	4.54	1	—
	—San Jose Mercury, News	KR	ME	212,657	5,821	8.2	69.0	z	3	—
	Other newspapers and group buys									
	ADI Super/Market Discount Group #1 (A-S)	BN	—	96,761	34,632	—	—	1.43	—	1
163.	**SPRINGFIELD, IL—70,700 hslds. (0.1% of U.S.)** ADI: Springfield-Decatur-Champaign (73)									
	ABC audited newspapers and group buys									
	Central Illinois Unit #23	BN	—	138,387	55,215	78.1	—	1.65	—	23
	Springfield State Journal-Register	BN	ME	72,035	54,841	77.6	77.6	.80	—	23
	State Journal-Register	BN	M	57,646	41,742	59.0	—	x	—	23
	State Journal-Register	BN	E	14,389	13,099	18.5	—	x	—	23
164.	**LUBBOCK—68,900 hslds. (0.1% of U.S.)** ADI: Lubbock (128)									
	ABC audited newspapers and group buys									
	Lubbock Avalanche Journal	TP	ME	73,100	44,924	65.2	65.2	1.05*	—	—
	Avalanche-Journal	TP	M	57,836	29,718	43.1	—	1.05	—	—
	Avalanche-Journal	TP	E	15,264	15,206	22.1	—	1.05	—	—
165.	**FORT MYERS-CAPE CORAL—68,800 hslds. (0.1% of U.S.)** ADI: Fort Myers (142)									
	ABC audited newspapers and group buys									
	Fort Myers News-Press	GT	M	57,443	45,448	66.1	66.1	.71*	1m	—
166.	**FORT SMITH—68,700 hslds. (0.1% of U.S.)** ADI: Fort Smith (160)									
	ABC audited newspapers and group buys									
	Fort Smith SW Times Record	AD	AD	38,560	32,262	47.0	47.0	.45	1	—
167.	**KILLEEN-TEMPLE—67,600 hslds. (0.1% of U.S.)** ADI: Waco-Temple (100)									
	ABC audited newspapers and group buys									
	Temple/Killeen Metro Group #181	TP	—	39,867	35,806	53.0	—	.52	—	181
	Temple Daily Telegram	TP	M	24,801	21,227	31.4	31.4	.35*	1	181
	Killeen Daily Herald	TP	E	15,066	14,579	21.6	53.0	.25*	1	181
	Austin Group #10	CW	—	242,996	5,650	8.4	—	2.51	—	10
	—Austin American Statesman	CW	ME	123,121	3,874	5.7	58.7	x	—	10

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
168.	**GALVESTON-TEXAS CITY**—67,200 hslds. (0.1% of U.S.) ADI: Houston (12)									
	ABC audited newspapers and group buys									
	Galveston Daily News	GA	M	27,133	26,732	39.8	39.8	.35	1	—
	—Houston Post	BN	M	301,496	10,303	15.3	55.1	2.33*	3	—
	—Houston Chronicle	SF	E	323,532	8,172	12.2	67.3	2.40*	2	—
	Other newspapers and group buys									
	Houston USSPI Group #159 (A-V-C)	US	—	106,947	18,037	—	—	4.93	—	159
	Texas City Daily Sun (S)	US-GA	E	12,491	—	—	—	.21	1	—
169.	**LINCOLN**—67,100 hslds. (0.1% of U.S.) ADI: Lincoln-Hastings-Kearney (85)									
	ABC audited newspapers and group buys									
	Lincoln Star, Journal	SF	ME	74,722	52,325	78.0	78.0	.88*	—	—
	Star	SF	M	30,160	18,781	28.0	—	z	—	—
	Journal	SF	E	44,562	33,544	50.0	—	z	—	—
	—Omaha World-Herald	CW	ME	235,336	4,727	7.0	85.0	x	1	—
170.	**McALLEN-PHARR-EDINBURG**—67,100 hslds. (0.1% of U.S.) ADI: McAllen-Brownsville (136)									
	ABC audited newspapers and group buys									
	Rio Grande Valley Group #126	TP	—	61,147	24,665	36.8	—	.72	—	126
	McAllen Monitor	TP	E	21,429	20,685	30.8	30.8	.25	1m	126
	—Harlingen Valley Morning Star	TP	M	22,086	5,067	7.6	38.4	.27	1	126
	Other newspapers and group buys									
	Edinburg Daily Review (S)	—	E	4,000	—	—	—	.15	—	—
171.	**WHEELING**—65,900 hslds. (0.1% of U.S.) ADI: Wheeling-Steubenville (112)									
	ABC audited newspapers and group buys									
	Wheeling Intelligencer, News-Register	LA	ME	52,789	36,389	55.2	55.2	.74	1	165
	Intelligencer	LA	M	24,436	12,340	18.7	—	x	1	165
	News-Register	LA	E	28,353	24,049	36.5	—	x	1	165
	West Virginia Newspaper Group #165	LA	—	154,175	35,326	53.6	—	2.09	—	165
	Martins Ferry Times-Leader	LA	E	24,069	18,387	27.9	83.1	.42	1	—
172.	**TOPEKA**—65,000 hslds. (0.1% of U.S.) ADI: Topeka (133)									
	ABC audited newspapers and group buys									
	Topeka Capital, State Journal	BN	ME	87,003	62,702	96.5	96.5	1.08	1	—
	Capital	BN	M	59,867	37,715	58.0	—	.92	1	—
	Journal	BN	E	27,136	24,987	38.4	—	.69	1	—
173.	**FAYETTEVILLE, NC**—64,200 hslds. (0.1% of U.S.) ADI: Raleigh-Durham (44)									
	ABC audited newspapers and group buys									
	Fayetteville Times, Observer	LA	ME	62,422	47,115	73.4	73.4	.69	1	—
	Times	LA	M	19,878	12,389	19.3	—	.47	1	—
	Observer	LA	E	42,544	34,726	54.1	—	.52	1	—

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
174.	**TERRE HAUTE—62,700 hslds. (0.1% of U.S.)** ADI: Terre Haute (108)									
	ABC audited newspapers and group buys									
	Terre Haute Star, Tribune, Tribune-Star	LA	ME	47,274	39,516	63.0	63.0	.54	1	139
	Star	LA	M	24,377	19,110	30.5	—	.50	1	139
	Tribune	LA	E	22,897	20,406	32.5	—	.50	1	139
	Other newspapers and group buys									
	Brazil Times	LA	E	5,700	—	—	—	.185	1m	176
	Clinton Daily Clintonian (S)	—	E	5,175	—	—	—	.11	—	—
175.	**BATTLE CREEK—62,600 hslds. (0.1% of U.S.)** ADI: Grand Rapids-Kalamazoo-Battle Creek (39)									
	ABC audited newspapers and group buys									
	Gannett Michigan #55	GT	—	139,558	30,662	49.0	—	1.802	—	55
	Battle Creek Enquirer & News	GT	E	34,120	30,550	48.8	48.8	.59	—	55
	—Detroit Free Press	KR	M	615,168	4,420	7.1	55.9	4.47	3	—
	Other newspapers and group buys									
	Marshall Evening Chronicle (S)	—	E	3,100	—	—	—	.20	1	—
176.	**SPRINGFIELD, OH—62,400 hslds. (0.1% of U.S.)** ADI: Dayton (47)									
	ABC audited newspapers and group buys									
	Springfield Sun, News	SF	ME	46,532	44,444	71.2	71.2	2.88	1	42
	Sun	SF	M	18,721	17,058	27.3	—	x	1	42
	News	SF	E	27,811	27,386	43.9	—	x	1	42
	—Dayton News	SF	E	148,980	3,165	5.1	76.3	z	1	42
177.	**RENO—61,300 hslds. (0.1% of U.S.)** ADI: Reno (148)									
	ABC audited newspapers and group buys									
	Reno Nevada State Journal, Gazette	GT	ME	52,817	41,003	66.9	66.9	.826	1	—
	Journal	GT	M	28,131	19,633	32.0	—	x	1	—
	Gazette	GT	E	24,686	21,370	34.9	—	x	1	—
	—San Francisco Examiner, Chronicle	SF	ME	648,038	5,915	9.6	76.5	4.54	1	—
178.	**ASHEVILLE—61,100 hslds. (0.1% of U.S.)** ADI: Greenville-Spartanburg-Asheville (37)									
	ABC audited newspapers and group buys									
	Asheville Citizen, Times	SF	ME	65,851	37,420	61.2	61.2	.75*	1	175
	Citizen	SF	M	48,948	24,084	39.4	—	x	1	175
	Times	SF	E	16,903	13,336	21.8	—	x	1	175
	Greenville-Asheville Unit #175	SF	—	174,474	37,420	61.2	—	1.75	—	175
179.	**MUSKEGON-NORTON SHORES-MUSKEGON HEIGHTS—59,500 hslds. (0.1% of U.S.)** ADI: Grand Rapids-Kalamazoo-Battle Creek (39)									
	ABC audited newspapers and group buys									
	Grand Rapids-Kalamazoo-Muskegon Unit #60	NN-MS	—	231,727	39,644	66.6	—	2.44	—	60
	Booth Newspaper Group #15	NN	—	512,621	39,644	66.6	—	5.73	—	15
	Muskegon Chronicle	NN	E	44,505	39,311	66.1	66.1	.73	1	15
	—Detroit Free Press	KR	M	615,168	3,045	5.1	71.2	4.47	3	—

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
180.	**ANCHORAGE—59,000 hslds. (0.1% of U.S.)** ADI: Anchorage (168)									
	ABC audited newspapers and group buys									
	Anchorage Times	BN	E	46,419	40,789	69.1	69.1	.702	3m	——
	Anchorage News	CW	M	12,961	11,350	19.2	88.3	.42*	1	——
181.	**CEDAR RAPIDS—58,200 hslds. (0.1% of U.S.)** ADI: Cedar Rapids-Waterloo (70)									
	ABC audited newspapers and group buys									
	Cedar Rapids Gazette	BN	E	68,021	44,737	76.9	76.9	.63	—	——
	—Des Moines Register, Tribune	CW	ME	311,165	6,314	10.8	87.7	2.51	3	——
182.	**YAKIMA—57,700 hslds. (0.1% of U.S.)** ADI: Yakima (122)									
	ABC audited newspapers and group buys									
	Yakima Herald-Republic	BN	AD	38,906	35,144	60.9	60.9	.62*	3	171
	Other newspapers and group buys									
	Yakima ADI + Buy #171 (A-S)	BN	—	158,942	36,719	—	—	2.21	—	171
183.	**WACO—57,700 hslds. (0.1% of U.S.)** ADI: Waco-Temple (100)									
	ABC audited newspapers and group buys									
	Waco Tribune-Herald	CW	ME	46,886	38,133	66.1	66.1	.67*	—	10
	Tribune-Herald	CW	M	30,449	24,193	41.9	—	x	—	10
	Tribune-Herald	CW	E	16,437	13,940	24.2	—	x	—	10
	Austin Group #10	CW	—	242,996	38,133	66.1	—	2.51	—	10
184.	**RACINE—57,500 hslds. (0.1% of U.S.)** ADI: Milwaukee (26)									
	ABC audited newspapers and group buys									
	Racine Journal Times	BN	E	38,921	38,287	66.6	66.6	.48	1	——
	—Milwaukee Journal, Sentinel	MN	ME	492,876	8,910	15.5	82.1	1.35	3m	——
185.	**AMARILLO—57,300 hslds. (0.1% of U.S.)** ADI: Amarillo (118)									
	ABC audited newspapers and group buys									
	Amarillo News, Globe-Times	TP	ME	74,474	45,472	79.4	79.4	1.05*	—	——
	News	TP	M	44,347	18,596	32.5	—	x	—	——
	Globe-Times	TP	E	30,127	26,876	46.9	—	x	—	——
186.	**FAYETTEVILLE-SPRINGDALE—57,300 hslds. (0.1% of U.S.)** ADI: Tulsa (52), Joplin-Pittsburg (113)									
	ABC audited newspapers and group buys									
	Rogers News	AD-SD	ME	11,706	11,441	20.0	20.0	.20*	1m	——
	News	AD-SD	M	1,414	1,406	2.5	—	x	1m	——
	News	AD-SD	E	10,292	10,035	17.5	—	x	1m	——
	Fayetteville Northwest Arkansas Times	AD	E	11,361	11,053	19.3	39.3	.21	—	——
	Springdale News	AD	E	11,211	10,167	17.7	57.0	.19*	2	——
	—Tulsa World	BN	M	122,289	4,583	8.0	65.0	1.86	1	——
	—Little Rock Arkansas Gazette	SF	M	130,999	3,958	6.9	71.9	1.25	2m	——
	Other newspapers and group buys									
	Benton County Daily Democrat (S)	LA	E	4,500	—	—	—	.16*	1	——

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	Newsplan	Group number
187.	**BRADENTON**—57,000 hslds. (0.1% of U.S.) ADI: Tampa-St. Petersburg (17)									
	ABC audited newspapers and group buys									
	Bradenton Herald	KR-PF	E	24,909	24,477	42.9	42.9	.41*	1	——
	Tampa-St. Petersburg ADI Newspaper Group #145	BN-PF	—	155,053	13,788	24.2	—	1.86	—	145
	—Sarasota Herald-Tribune, Journal	BN-PF	ME	80,424	13,788	24.2	67.1	.77*	1m	145
	—St. Petersburg Times, Independent	SK	ME	236,574	3,359	5.9	73.0	1.55*	1	——
188.	**STEUBENVILLE-WEIRTON**—56,500 hslds. (0.1% of U.S.) ADI: Pittsburgh (11), Wheeling-Steubenville (112)									
	ABC audited newspapers and group buys									
	Steubenville-Weirton Unit #141	TN	—	34,500	31,878	56.4	—	.50	—	141
	Steubenville Herald-Star	TN	E	24,993	23,816	42.2	42.2	.35	—	141
	Weirton Daily Times	TN	E	8,358	8,062	14.3	56.5	.19	—	141-152
	—Wheeling Intelligencer, News-Register	LA	ME	52,789	9,866	17.5	74.0	x	1	165
	—Martins Ferry Times-Leader	LA	E	24,069	3,037	5.4	79.4	.42	1	——
189.	**BILOXI-GULFPORT**—55,500 hslds. (0.1% of U.S.) ADI: New Orleans (36), Biloxi-Gulfport-Pascagoula (185)									
	ABC audited newspapers and group buys									
	Biloxi-Gulfport Sun, Herald	BN	ME	40,958	34,153	61.5	61.5	.65	—	——
	Sun	BN	M	8,957	6,881	12.4	—	x	—	——
	Herald	BN	E	32,001	27,272	49.1	—	x	—	——
	—New Orleans Times Picayune, States-Item	NN	ME	327,523	4,998	9.0	70.5	1.38*	3	——
190.	**BROWNSVILLE-HARLINGEN-SAN BENITO**—55,000 hslds. (0.1% of U.S.) ADI: McAllen-Brownsville (136)									
	ABC audited newspapers and group buys									
	Rio Grande Valley Group #126	TP	—	61,147	20,159	36.7	—	.72	—	126
	Harlingen Valley Morning Star	TP	M	22,086	15,305	27.8	27.8	.27	1	126
	Brownsville Herald	TP	E	13,104	11,920	21.7	49.5	.24	1	126
191.	**GREEN BAY**—54,900 hslds. (0.1% of U.S.) ADI: Green Bay (67)									
	ABC audited newspapers and group buys									
	Green Bay Press-Gazette	SF	E	57,262	44,052	80.2	80.2	.53*	1	——
192.	**PARKERSBURG-MARIETTA**—54,100 hslds. (0.1% of U.S.) ADI: Charleston-Huntington (42), Parkersburg (200)									
	ABC audited newspapers and group buys									
	Parkersburg News, Sentinel	LA	ME	39,931	33,039	61.1	61.1	.57	1	165
	News	LA	M	21,297	16,247	30.0	—	x	1	165
	Sentinel	LA	E	18,634	16,792	31.0	—	x	1	165
	West Virginia Newspaper Group #165	LA	—	154,175	33,039	61.1	—	2.09	—	165
	Marietta Times	GT	E	15,205	13,760	25.4	86.5	.49	1	——
193.	**BOISE**—53,700 hslds. (0.1% of U.S.) ADI: Boise (140)									
	ABC audited newspapers and group buys									
	Boise Idaho Statesman	GT	M	55,158	35,532	66.2	66.2	.845*	2	——

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
194.	**CHAMPAIGN-URBANA-RANTOUL—53,600 hslds. (0.1% of U.S.)** ADI: Springfield-Decatur-Champaign (73)									
	ABC audited newspapers and group buys									
	Champaign-Urbana News-Gazette	TP	E	41,394	32,023	59.7	59.7	.57	1m	——
195.	**PITTSFIELD—51,000 hslds. (0.1% of U.S.)** ADI: Albany-Schenectady-Troy (45)									
	ABC audited newspapers and group buys									
	Pittsfield Berkshire Eagle[1]	LA	E	30,229	28,654	56.2	56.2	.38	1	167-168
	North Adams Transcript	LA	E	12,966	11,932	79.6	23.4	.29	1	167-168
	—Springfield Union, News	NN	ME	150,390	4,735	9.3	32.7	.80	1	——
	—New York Daily News	NY-WA-CW	M	1,815,441	3,383	6.6	39.3	11.29	2	——
	Other newspapers and group buys									
	Western New England Newspaper Network #168 (A-S)	LA	—	155,177	40,586	—	—	2.11	—	168
	Western Massachusetts Newspaper Network #167 (A-S)	LA	—	107,173	40,586	—	—	1.34	—	167
196.	**PROVO-OREM—50,900 hslds. (0.1% of U.S.)** ADI: Salt Lake City (46)									
	ABC audited newspapers and group buys									
	Provo Daily Herald	—	E	27,526	26,697	52.4	52.4	.29	—	——
	—Salt Lake Tribune, Deseret News	—	ME	184,189	10,942	21.5	73.9	.955	1	——
197.	**LAKE CHARLES—50,600 hslds. (0.1% of U.S.)** ADI: Lake Charles (174)									
	ABC audited newspapers and group buys									
	Lake Charles American Press[1]	—	E	38,927	30,376	60.0	60.0	.50	2	——
	—Beaumont Enterprise, Journal	—	ME	78,727	3,667	7.2	67.2	.74*	—	——
198.	**LYNCHBURG—50,400 hslds. (0.1% of U.S.)** ADI: Roanoke-Lynchburg (64)									
	ABC audited newspapers and group buys									
	Lynchburg News, Advance	LA	ME	41,621	36,676	72.8	72.8	.57*	1	161
	News	LA	M	20,882	17,229	34.2	—	.49	1	161
	Advance	LA	E	20,739	19,447	38.6	—	.49	1	161
	Other newspapers and group buys									
	Virginia Newspaper Network #161 (A-S)	LA	—	296,198	36,676	—	—	5.13	—	161
199.	**ANDERSON, IN—49,200 hslds. (0.1% of U.S.)** ADI: Indianapolis (19)									
	ABC audited newspapers and group buys									
	THING (The Indiana Newspaper Group) #72	BN-GT	—	133,521	35,627	72.4	—	2.043	—	72
	Anderson Herald, Bulletin	BN	ME	37,745	35,395	71.9	71.9	.64	1	72
	Herald	BN	M	20,651	19,155	38.9	—	.60	1	72
	Bulletin	BN	E	17,094	16,240	33.0	—	.60	1	72
	—Indianapolis Star, News	MN	ME	368,509	5,922	12.0	83.9	1.89	2m	——
200.	**JACKSON, MI—48,500 hslds. (0.1% of U.S.)** ADI: Lansing (97)									
	ABC audited newspapers and group buys									
	Jackson Citizen Patriot	NN	E	37,840	34,591	71.3	71.3	.70	1	5-15

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[1] Now a morning newspaper.

JACKSON, MI CONTINUED	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Booth Newspaper Group #15	NN	—	512,621	34,591	71.3	—	5.73	—	15
Ann Arbor-Jackson Group #5	NN	—	80,938	34,591	71.3	—	1.26	—	5
—Detroit Free Press	KR	M	615,168	3,944	8.1	79.4	4.47	3	——
201. ABILENE—48,000 hslds. (0.1% of U.S.) ADI: Abilene-Sweetwater (156)									
ABC audited newspapers and group buys									
Harte-Hanks Texas Group-2 #69	BN	—	109,478	34,318	71.5	—	1.422	—	69
Abilene Reporter-News	BN	ME	54,013	34,064	71.0	71.0	.70	1	68-69
Reporter-News	BN	M	38,224	19,419	40.5	—	x	1	68-69
Reporter-News	BN	E	15,789	14,645	30.5	—	x	1	68-69
Other newspapers and group buys									
Harte-Hanks Texas Group-1 #68 (A-S)	BN	—	281,258	34,318	—	—	4.131	—	68
202. WILMINGTON, NC—47,600 hslds. (0.1% of U.S.) ADI: Wilmington (130)									
ABC audited newspapers and group buys									
Wilmington Morning Star	BN	M	35,461	28,727	60.4	60.4	.50	1	——
203. TALLAHASSEE—47,600 hslds. (0.1% of U.S.) ADI: Tallahassee (141)									
ABC audited newspapers and group buys									
Tallahassee Democrat	KR-PF	M	46,080	33,160	69.7	69.7	.89	1	——
204. LONGVIEW-MARSHALL—47,000 hslds. (0.1% of U.S.) ADI: Shreveport-Texarkana (58)									
ABC audited newspapers and group buys									
Longview Journal, News	CW	ME	29,948	23,434	49.9	49.9	.37	—	10
Journal	CW	M	13,512	7,180	15.3	—	x	—	10
News	CW	E	16,436	16,254	34.6	—	x	—	10
Austin Group #10	CW	—	242,996	23,276	49.5	—	2.51	—	10
Marshall News Messenger	BN	E	9,892	7,980	17.0	66.9	.28	—	——
Harte-Hanks Texas Group-3 #70	BN	—	82,469	7,896	16.8	—	1.692	—	70
—Dallas Morning News	CW	M	277,207	4,376	9.2	76.1	2.00	1	——
—Shreveport Times, Journal	GT	ME	126,621	3,082	6.6	82.7	.80	1	134
Other newspapers and group buys									
Harte-Hanks Texas Group-1 #68 (A-S)	BN	—	281,258	7,879	—	—	4.131	—	68
Kilgore News Herald (S)	—	E	5,945	—	—	—	.17*	1	——
205. ALTOONA—46,900 hslds. (0.1% of U.S.) ADI: Johnstown-Altoona (72)									
ABC audited newspapers and group buys									
Altoona Mirror	—	E	35,503	32,177	68.6	68.6	.35	2	——
206. VINELAND-MILLVILLE-BRIDGETON—46,600 hslds. (0.1% of U.S.) ADI: Philadelphia (4)									
ABC audited newspapers and group buys									
Vineland Times Journal	LA	E	16,829	12,647	27.1	27.1	.39	—	137
Bridgeton Evening News	LA	E	12,240	11,489	24.7	51.8	.19	2	137
Millville Daily	LA	E	6,673	6,506	14.0	65.8	z	—	137
—Atlantic City Press	SF	M	70,544	6,733	14.4	80.2	.57	1	——
—Philadelphia Inquirer	KR	M	416,605	4,060	8.7	88.9	5.30	3	——

VINELAND CONTINUED	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
—Philadelphia Bulletin	MN	E	500,059	3,243	7.0	95.9	6.21*	3	——
Other newspapers and group buys									
Southern New Jersey Newspaper Network #137 (A-C)	LA	—	71,803	30,642	—	—	1.35	—	137

207. DECATUR—46,100 hslds. (0.1% of U.S.)

ADI: Springfield-Decatur-Champaign (73)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Central Illinois Unit #23	BN	—	138,387	40,808	88.5	—	1.65	—	23
Decatur Herald, Review	BN	ME	65,338	40,730	88.4	88.4	1.03	—	23
Herald	BN	M	37,442	16,621	36.1	—	x	—	23
Review	BN	E	27,896	24,109	52.3	—	x	—	23

208. ALEXANDRIA, LA—45,600 hslds. (0.1% of U.S.)

ADI: Alexandria, LA (173)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Alexandria Daily Town Talk	BN	E	37,065	27,769	60.9	60.9	.50	1	——

209. WICHITA FALLS—45,600 hslds. (0.1% of U.S.)

ADI: Wichita Falls-Lawton (114)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Wichita Falls Record-News, Times	CW	ME	50,962	37,859	83.0	83.0	.68	2	——
News	CW	M	33,449	21,130	46.3	—	x	2	——
Times	CW	E	17,513	16,729	36.7	—	x	2	——

210. FORT COLLINS—45,600 hslds. (0.1% of U.S.)

ADI: Denver (22)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Fort Collins Coloradoan	GT	E	17,552	17,210	37.7	37.7	.35	1	——
Loveland Reporter-Herald	BN	E	13,071	12,111	26.6	64.3	.22	1	——
—Denver Post	SF	E	265,522	6,753	14.8	79.1	1.67	2	——
—Denver Rocky Mountain News	SK	M	255,386	6,217	13.6	92.7	1.55*	1	——

211. ELKHART—45,200 hslds. (0.1% of U.S.)

ADI: South Bend-Elkhart (77)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Elkhart Truth	BN	E	30,039	27,114	60.0	60.0	.40	—	——
Goshen News	—	E	13,663	11,095	24.5	84.5	.26	1	——
—South Bend Tribune	SK	E	110,075	6,711	14.8	99.3	1.09*	1	——

212. JANESVILLE-BELOIT—45,200 hslds. (0.1% of U.S.)

ADI: Rockford (101)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Janesville Gazette	—	E	30,581	21,851	48.3	48.3	.52	1	——
Rockford Area Newspaper Network #127	LA	—	49,461	12,525	27.7	—	.88	—	127
—Madison Wisconsin State Journal, Capital Times	BN	ME	111,953	3,586	7.9	56.2	1.05*	1	——

213. WATERLOO-CEDAR FALLS—45,100 hslds. (0.1% of U.S.)

ADI: Cedar Rapids-Waterloo (70)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Waterloo Courier	SK	E	53,576	32,537	72.1	72.1	.60	1	163

WATERLOO CONTINUED	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
—Des Moines Register, Tribune	CW	ME	311,165	7,713	17.1	89.2	2.51	3	—
Other newspapers and group buys									
Cedar Falls Record (S)	SK	M	4,137	—	—	—	.12	1	—
214. ST. CLOUD—45,100 hslds. (0.1% of U.S.)									
ADI: Minneapolis-St. Paul (14)									
ABC audited newspapers and group buys									
St. Cloud-Little Falls Group #129	GT	—	30,681	23,798	52.8	—	.69	—	129
St. Cloud Daily Times	GT-ND	E	26,841	23,752	52.7	52.7	.63	1	129
—Minneapolis Star, Tribune	CW	ME	465,832	8,286	18.4	71.1	2.44*	1	—
215. MONROE—44,800 hslds. (0.1% of U.S.)									
ADI: Monroe-El Dorado (104)									
ABC audited newspapers and group buys									
Shreveport-Monroe Newspaper Market #134	GT	—	177,413	29,560	66.0	—	1.57	—	134
Monroe World, News-Star	GT	ME	50,792	29,032	64.8	64.8	.59	1	134
World	GT	M	38,770	18,907	42.2	—	.53	1	134
News-Star	GT	E	12,022	10,125	22.6	—	.53	1	134
216. CLARKSVILLE-HOPKINSVILLE—44,700 hslds. (0.1% of U.S.)									
ADI: Nashville (30)									
ABC audited newspapers and group buys									
Hopkinsville Kentucky New Era	LA	E	15,308	11,783	26.4	26.4	.23	1	166
Other newspapers and group buys									
Nashville Area Newspaper Network #96 (A-S)	LA	—	96,827	15,369	—	—	1.66	—	96
Western Kentucky Group #166 (A-S)	LA	—	34,828	11,783	—	—	.51	—	166
217. MANSFIELD—44,400 hslds. (0.1% of U.S.)									
ADI: Cleveland (9)									
ABC audited newspapers and group buys									
Mansfield News Journal	BN	E	40,397	31,902	71.9	71.9	.56	1	73
Horvitz Newspapers #73	BN	—	145,167	31,796	71.6	—	1.10	—	73
Other newspapers and group buys									
Shelby Daily Globe (S)	LA	E	4,817	—	—	—	.155*	1m	—
218. FARGO-MOORHEAD—43,700 hslds. (0.1% of U.S.)									
ADI: Fargo (102)									
ABC audited newspapers and group buys									
Fargo-Moorhead Forum	SK	AD	58,453	31,933	73.1	73.1	.85*	1	—
—Minneapolis Star, Tribune	CW	ME	465,832	2,259	5.2	78.3	2.44*	1	—
219. MUNCIE—43,600 hslds. (0.1% of U.S.)									
ADI: Indianapolis (19)									
ABC audited newspapers and group buys									
Muncie Star, Press	SK	ME	48,350	38,719	88.8	88.8	.59	1	—
Star	SK	M	29,547	21,514	49.3	—	.52	1	—
Press	SK	E	18,803	17,205	39.5	—	.50	1	—

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
220.	**TEXARKANA—43,500 hslds. (0.1% of U.S.)**									
	ADI: Shreveport-Texarkana (58)									
	ABC audited newspapers and group buys									
	Texarkana Gazette	TP	M	31,013	24,539	56.4	56.4	.34*	1	——
221.	**GAINESVILLE—42,800 hslds. (0.1% of U.S.)**									
	ADI: Gainesville (177)									
	ABC audited newspapers and group buys									
	Gainesville Sun	BN-PF	M	35,341	28,355	66.3	66.3	.48*	1	21-22
	Central Florida Golden Markets-Group 2 #22	BN-PF	—	103,274	26,608	62.2	—	1.38	—	22
	Central Florida Golden Markets-Group 1 #21	BN-PF	—	128,344	26,608	62.2	—	2.15	—	21
222.	**FLORENCE—42,400 hslds. (0.1% of U.S.)**									
	ADI: Huntsville-Decatur-Florence (99)									
	ABC audited newspapers and group buys									
	Florence Times-Tri-Cities Daily	LA	E	29,105	25,882	61.0	61.0	.38*	1m	133
	—Birmingham Post-Herald, News	NN	ME	243,628	2,335	5.5	66.5	.97	1	——
	Other newspapers and group buys									
	Select Alabama Markets #133 (A-S)	LA	—	147,765	25,882	—	—	2.03	—	133
223.	**SIOUX CITY—42,400 hslds. (0.1% of U.S.)**									
	ADI: Sioux City (125)									
	ABC audited newspapers and group buys									
	Sioux City Journal	BN	M	59,637	31,055	73.2	73.2	.66	—	——
224.	**KENOSHA—42,300 hslds. (0.1% of U.S.)**									
	ADI: Chicago (3)									
	ABC audited newspapers and group buys									
	Kenosha News	BN	E	31,689	30,959	73.2	73.2	.47*	—	——
	—Chicago Tribune	CT-WA	AD	757,712	2,984	7.1	80.3	5.97	2	——
225.	**BLOOMINGTON-NORMAL—41,900 hslds. (0.1% of U.S.)**									
	ADI: Peoria (89)									
	ABC audited newspapers and group buys									
	Bloomington Pantagraph	LA	AD	52,169	31,759	75.8	75.8	.74*	3	——
226.	**EAU CLAIRE—41,100 hslds. (0.1% of U.S.)**									
	ADI: LaCrosse-Eau Claire (127)									
	ABC audited newspapers and group buys									
	Eau Claire Leader-Telegram	BN	E	33,708	22,141	53.9	53.9	.44	—	170
	Chippewa Herald Telegram	—	E	9,344	8,632	21.0	74.9	.165	2	——
	Other newspapers and group buys									
	Wisconsin Newspaper Group #170 (A-S)	BN	—	139,450	22,141	—	—	1.78	—	170
227.	**LAFAYETTE, LA—40,900 hslds. (0.1% of U.S.)**									
	ADI: Lafayette, LA (115)									
	ABC audited newspapers and group buys									
	Cajun Group #20	MS	—	60,575	23,254	56.9	—	.85	—	20

LAFAYETTE CONTINUED	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
Lafayette Advertiser	TN-MM	E	29,723	23,215	56.8	56.8	.35	—	——
—Baton Rouge Advocate, State-Times	BN	ME	111,913	2,758	6.7	63.5	.93	—	——

228. PUEBLO—40,800 hslds. (0.1% of U.S.)

ADI: Colorado Springs-Pueblo (105)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Pueblo Chieftain, Star-Journal	BN	ME	51,917	35,349	86.6	86.6	.75	—	——
Chieftain	BN	M	36,609	20,717	50.8	—	x	—	——
Star-Journal	BN	E	15,308	14,632	35.9	—	x	—	——

229. RICHLAND-KENNEWICK-PASCO—40,600 hslds. (0.1% of U.S.)

ADI: Yakima (122)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Pasco Tri-City Herald	—	E	36,517	31,094	76.6	76.6	.43*	—	171
Other newspapers and group buys									
Yakima ADI + Buy #171 (A-S)	BN	—	158,942	32,038	—	—	2.21	—	171

230. TYLER—40,500 hslds. (0.1% of U.S.)

ADI: Tyler (157)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Tyler Telegraph, Courier-Times	—	ME	44,929	30,405	75.1	75.1	.38	—	——
Telegraph	—	M	35,399	20,960	51.8	—	x	—	——
Times	—	E	9,530	9,445	23.3	—	x	—	——
—Dallas Morning News	CW	M	277,207	4,192	8.8	83.9	2.00	1	——

231. WILLIAMSPORT—40,400 hslds. (0.1% of U.S.)

ADI: Wilkes Barre-Scranton (40)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Williamsport Sun-Gazette	LA	E	34,703	31,786	78.7	78.7	.36	—	169-28-115
Other newspapers and group buys									
Wilkes-Barre/Scranton ADI Newspapers #169 (A-S)	LA	—	202,683	31,786	—	—	2.68	—	169
Central Penn Newspaper Network #28 (A-S)	LA	—	164,916	31,786	—	—	2.20	—	28

232. TUSCALOOSA—39,900 hslds. (0.1% of U.S.)

ADI: Tuscaloosa (189)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Tuscaloosa News	LA	E	29,172	22,777	57.1	57.1	.37*	1	2-133
—Birmingham Post-Herald, News	NN	ME	243,628	4,002	10.0	67.1	.97	1	——
Other newspapers and group buys									
Select Alabama Markets #133 (A-S)	LA	—	147,765	21,678	—	—	2.03	—	133
Alabama Newspaper Network #2 (A-S)	LA	—	40,453	21,678	—	—	.50	—	2

233. PETERSBURG-COLONIA HEIGHTS-HOPEWELL—39,800 hslds. (0.1% of U.S.)

ADI: Richmond (56)

	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
ABC audited newspapers and group buys									
Petersburg Progress-Index	TN	E	23,851	20,249	50.9	50.9	.33	—	——
Hopewell News	GA	E	7,147	6,465	16.2	67.1	.20	—	——
—Richmond-Times Dispatch, News-Leader	SF	ME	250,055	10,729	27.0	94.1	1.73	1	——
Other newspapers and group buys									
Petersburg Progress-Index (S)	TN	E	—	—	—	—	.33	—	——

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
234.	**BAY CITY**—39,100 hslds. (0.1% of U.S.) ADI: Flint-Saginaw-Bay City (57)									
	ABC audited newspapers and group buys									
	Booth Newspaper Group #15	NN	—	512,621	28,407	72.7	—	5.73	—	15
	Flint-Saginaw-Bay City Group #49	NN	—	198,992	28,407	72.7	—	2.37	—	49
	Bay City Times	NN	E	40,406	28,159	72.0	72.0	.70	1	15-49
	—Detroit Free Press	KR	M	615,168	3,012	7.7	79.7	4.47	3	——
235.	**ANNISTON**—38,500 hslds. (0.1% of U.S.) ADI: Anniston (191)									
	ABC audited newspapers and group buys									
	Anniston Star	BN	E	30,156	24,782	64.4	64.4	.36	—	——
	—Birmingham Post-Herald, News	NN	ME	243,628	2,419	6.3	70.7	.97	1	——
236.	**GREELEY**—38,000 hslds. (0.1% of U.S.) ADI: Denver (22)									
	ABC audited newspapers and group buys									
	Greeley Tribune & Republican	BN	E	20,717	20,043	52.7	52.7	.27	—	——
	—Denver Rocky Mountain News	SK	M	255,386	5,364	14.1	66.8	1.55*	1	——
	—Denver Post	SF	E	265,522	3,988	10.5	77.3	1.67	2	——
237.	**ST. JOSEPH**—37,800 hslds. (0.1% of U.S.) ADI: Kansas City (27), St. Joseph (179)									
	ABC audited newspapers and group buys									
	St. Joseph Gazette, News-Press	BN	ME	85,500	50,528	133.7	133.7	.91*	1	——
	Gazette	BN	M	44,954	24,257	64.2	—	.71	1	——
	News-Press	BN	E	40,546	26,271	69.5	—	.57	1	——
	—Kansas City Star, Times	CW	ME	621,577	2,664	7.0	140.7	3.05	1m	——
238.	**LAFAYETTE-WEST LAFAYETTE**—37,700 hslds. (Less than 0.1% of U.S.) ADI: Lafayette, IN (193)									
	ABC audited newspapers and group buys									
	Lafayette Journal & Courier	GT	E	40,501	27,090	71.9	71.9	.60	1	72
	THING (The Indiana Newspaper Group) #72	BN-GT	—	133,521	27,090	71.9	—	2.043	—	72
	—Indianapolis Star, News	MN	ME	368,509	3,396	9.0	80.9	1.89	2m	——
239.	**KOKOMO**—36,700 hslds. (Less than 0.1% of U.S.) ADI: Indianapolis (19)									
	ABC audited newspapers and group buys									
	THING (The Indiana Newspaper Group) #72	BN-GT	—	133,521	27,351	74.5	—	2.043	—	72
	Kokomo Tribune	BN	E	30,710	27,274	74.3	74.3	.51	—	72
	—Indianapolis Star, News	MN	ME	368,509	4,620	12.6	86.9	1.89	2m	——
240.	**PASCAGOULA-MOSS POINT**—36,400 hslds. (Less than 0.1% of U.S.) ADI: Mobile-Pensacola (61)									
	ABC audited newspapers and group buys									
	Mobile/Pascagoula Press Register Unit #121	NN	—	124,275	22,753	62.5	—	.87	—	121
	Pascagoula Mississippi Press	NN	E	22,307	21,020	57.7	57.7	.33	—	——
	—Biloxi-Gulfport Sun, Herald	BN	ME	40,958	6,389	17.6	75.3	x	—	——

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
241.	**BILLINGS**—36,300 hslds. (Less than 0.1% of U.S.) ADI: Billings (162)									
	ABC audited newspapers and group buys									
	Billings Gazette	BN	M	58,412	28,211	77.7	77.7	.65	1	94
	Montana Group #94	BN	—	122,196	28,211	77.7	—	1.46	—	94
242.	**ODESSA**—35,100 hslds. (Less than 0.1% of U.S.) ADI: Odessa-Midland (150)									
	ABC audited newspapers and group buys									
	Midland/Odessa Metro Group #90	TP	—	59,008	25,965	74.0	—	.70	—	90
	Odessa American	TP	E	37,023	25,605	72.9	72.9	.47	3	——
	—San Angelo Standard-Times	BN	ME	45,706	1,943	5.5	78.4	x	1	68-69
243.	**SIOUX FALLS**—34,700 hslds. (Less than 0.1% of U.S.) ADI: Sioux Falls-Mitchell (93)									
	ABC audited newspapers and group buys									
	Sioux Falls Argus Leader[1]	GT	E	46,116	27,864	80.3	80.3	.80*	1	——
	—Minneapolis Star, Tribune	CW	ME	465,832	1,925	5.5	85.8	2.44*	1	——
244.	**BURLINGTON, N.C.**—34,300 hslds. (Less than 0.1% of U.S.) ADI: Greensboro-Winston Salem-High Point (54)									
	ABC audited newspapers and group buys									
	Burlington Times-News	LA-SF	E	27,353	24,798	72.3	72.3	.33	—	114
	PANG (Piedmont Area Newspaper Group) #114	LA	—	85,681	24,798	72.3	—	.96	—	114
	—Greensboro News	BN	M	81,898	5,920	17.3	89.6	1.09	1	——
245.	**GADSDEN**—34,300 hslds. (Less than 0.1% of U.S.) ADI: Birmingham (51)									
	ABC audited newspapers and group buys									
	Gadsden Times	LA	E	26,559	20,137	58.7	58.7	.36	—	——
	—Birmingham Post-Herald, News	NN	ME	243,628	2,668	7.8	66.5	.97	1	——
246.	**ELMIRA**—33,500 hslds. (Less than 0.1% of U.S.) ADI: Elmira (161)									
	ABC audited newspapers and group buys									
	U-BIE #157	GT	—	223,011	25,958	77.5	—	2.584	—	157
	Elmira Star-Gazette	GT	AD	41,826	25,861	77.2	77.2	.547*	1	157
	—New York Daily News	NY-WA-CW	M	1,815,441	1,751	5.2	82.4	11.29	2	——
247.	**LEWISTON-AUBURN**—33,100 hslds. (Less than 0.1% of U.S.) ADI: Portland-Poland Spring (78)									
	ABC audited newspapers and group buys									
	Lewiston Sun, Journal	LA	ME	46,923	31,256	94.4	94.4	.44	1	177
	Sun	LA	M	32,850	17,899	54.1	—	x	1	177
	Journal	LA	E	14,073	13,357	40.4	—	x	1	177
	Other newspapers and group buys									
	Maine Newspaper Network #177 (A-S)	LA	—	106,139	31,352	—	—	1.08	—	177

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[1] Now a morning newspaper.

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
248.	**GRAND FORKS—32,600 hslds. (Less than 0.1% of U.S.)** ADI: Fargo (102)									
	ABC audited newspapers and group buys									
	Grand Forks Herald	KR	E	35,734	20,022	61.4	61.4	.50	1	—
249.	**LAWTON—32,600 hslds. (Less than 0.1% of U.S.)** ADI: Wichita Falls-Lawton (114)									
	ABC audited newspapers and group buys									
	Lawton Press, Constitution	SD	ME	31,584	27,217	83.5	83.5	.44	1	—
	Press	SD	M	13,919	10,030	30.8	—	x	1	—
	Constitution	SD	E	17,665	17,187	52.7	—	x	1	—
	—Oklahoma City Oklahoman, Times	SF	ME	272,971	2,627	8.1	91.6	2.57	—	—
250.	**ALBANY, GA—32,200 hslds. (Less than 0.1% of U.S.)** ADI: Albany, GA (149)									
	ABC audited newspapers and group buys									
	Albany Herald	LA	E	35,157	21,639	67.2	67.2	.38	—	—
	—Atlanta Constitution, Journal	MN	ME	435,648	1,912	5.9	73.1	2.00	1m	—
251.	**PANAMA CITY—31,600 hslds. (Less than 0.1% of U.S.)** ADI: Panama City (180)									
	ABC audited newspapers and group buys									
	Panama City News-Herald	LA	M	24,773	21,172	67.0	67.0	.33	1m	—
252.	**RAPID CITY—30,600 hslds. (Less than 0.1% of U.S.)** ADI: Rapid City (167)									
	ABC audited newspapers and group buys									
	Rapid City Journal	CW	E	32,616	20,805	68.0	68.0	.51	—	—
253.	**KANKAKEE—30,500 hslds. (Less than 0.1% of U.S.)** ADI: Chicago (3)									
	ABC audited newspapers and group buys									
	Kankakee Daily Journal	LA	E	33,778	24,439	80.1	80.1	.44	—	—
	—Chicago Tribune	CT-WA	AD	757,712	2,545	8.3	88.4	5.97	2	—
254.	**ROCHESTER, MN—30,400 hslds. (Less than 0.1% of U.S.)** ADI: Rochester-Mason City-Austin (138)									
	ABC audited newspapers and group buys									
	Rochester Post-Bulletin	BN	E	36,151	23,497	77.3	77.3	.52*	—	—
	—Minneapolis Tribune	CW	M	227,820	2,890	9.5	86.8	2.44*	1	—
	Other newspapers and group buys									
	MAN Group (Minnesota Area Newspapers) #80 (A-S)	BN	—	107,574	23,403	—	—	1.31	—	80
255.	**BLOOMINGTON, IN—30,300 hslds. (Less than 0.1% of U.S.)** ADI: Indianapolis (19)									
	ABC audited newspapers and group buys									
	Bloomington Herald-Telephone	LA	E	25,479	20,823	68.7	68.7	.33*	1	14-139
	Bloomington-Bedford Metro Newspapers #14	LA	—	40,240	20,501	67.7	—	.43	—	14

BLOOMINGTON CONTINUED	Rep	Edition	Total circ	SMSA circ	cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
SWING (Southwest Indiana Newspaper Grp.) #139	LA	—	127,806	20,501	67.7	—	1.88	—	139
—Indianapolis Star, News	MN	ME	368,509	2,768	9.1	77.8	1.89	2m	——
—Louisville Courier-Journal, Times	—	ME	361,832	2,055	6.8	84.6	1.92	3	——
256. LACROSSE—30,300 hslds. (Less than 0.1% of U.S.)									
ADI: LaCrosse-Eau Claire (127)									
ABC audited newspapers and group buys									
La Crosse Tribune	BN	E	34,821	21,513	71.0	71.0	.43*	1	170-78
La Crosse-Winona Newspaper Unit #78	BN	—	52,584	21,513	71.0	—	.67	—	78
—Minneapolis Star, Tribune	CW	ME	465,832	2,076	6.9	77.9	2.44*	1	——
Other newspapers and group buys									
Wisconsin Newspaper Group #170 (A-S)	BN	—	139,450	21,513	—	—	1.78	—	170
257. SHERMAN-DENISON—30,200 hslds. (Less than 0.1% of U.S.)									
ADI: Dallas-Fort Worth (10)									
ABC audited newspapers and group buys									
Sherman Democrat	TD	E	17,940	14,616	48.4	48.4	.28	1	——
Denison Herald	BN	E	13,484	9,569	31.7	80.1	.29	1	68-70
Harte-Hanks Texas Group-3 #70	BN	—	82,469	9,569	31.7	—	1.692	—	70
—Dallas Morning News	CW	M	277,207	3,069	10.2	90.3	2.00	1	——
Other newspapers and group buys									
Harte-Hanks Texas Group-1 #68 (A-S)	BN	—	281,258	9,569	—	—	4.131	—	68
258. COLUMBIA, MO—29,000 hslds. (Less than 0.1% of U.S.)									
ADI: Columbia-Jefferson City (139)									
ABC audited newspapers and group buys									
Columbia Daily Tribune	SD	E	18,331	15,923	54.9	54.9	.30*	—	——
—Kansas City Star, Times	CW	ME	621,577	2,070	7.1	62.0	3.05	1m	——
259. DUBUQUE—29,000 hslds. (Less than 0.1% of U.S.)									
ADI: Cedar Rapids-Waterloo (70)									
ABC audited newspapers and group buys									
Dubuque Telegraph-Herald	BN	E	39,438	23,694	81.7	81.7	.56	1	——
—Des Moines Register, Tribune	CW	ME	311,165	4,270	14.7	96.4	2.51	3	——
260. GREAT FALLS—28,800 hslds. (Less than 0.1% of U.S.)									
ADI: Great Falls (175)									
ABC audited newspapers and group buys									
Great Falls Tribune	CW	M	39,916	21,055	73.1	73.1	.70	3	——
261. SAN ANGELO—28,200 hslds. (Less than 0.1% of U.S.)									
ADI: San Angelo (198)									
ABC audited newspapers and group buys									
San Angelo Standard-Times	BN	ME	45,706	22,474	79.7	79.7	.65	1	68-69
Times	BN	M	38,271	15,578	55.2	—	x	1	68-69
Times	BN	E	7,435	6,896	24.5	—	x	1	68-69
Harte-Hanks Texas Group-2 #69	BN	—	109,478	22,474	79.7	—	1.422	—	69
Other newspapers and group buys									
Harte-Hanks Texas Group-1 #68 (A-S)	BN	—	281,258	22,474	—	—	4.131	—	68

Rank	SMSA Name Newspaper	Rep	Edition	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Group number
262.	**PINE BLUFF**—27,800 hslds. (Less than 0.1% of U.S.) ADI: Little Rock (55)									
	ABC audited newspapers and group buys									
	Pine Bluff Commercial	AD	E	22,947	17,777	63.9	63.9	.33	—	——
	—Little Rock Arkansas Gazette	SF	M	130,999	4,175	15.0	78.9	1.25	2m	——
263.	**OWENSBORO**—27,300 hslds. (Less than 0.1% of U.S.) ADI: Evansville (87)									
	ABC audited newspapers and group buys									
	Owensboro Messenger-Inquirer	SK	M	32,408	23,030	84.4	84.4	.32*	1	——
	—Louisville Courier-Journal, Times	—	ME	361,832	1,441	5.3	89.7	1.92	3	——
264.	**BRYAN-COLLEGE STATION**—25,600 hslds. (Less than 0.1% of U.S.) ADI: Waco-Temple (100)									
	ABC audited newspapers and group buys									
	Harte-Hanks Texas Group-3 #70	BN	—	82,469	14,448	56.4	—	1.692	—	70
	Other newspapers and group buys									
	Harte-Hanks Texas Group-1 #68 (A-S)	BN	—	281,258	14,448	—	—	4.131	—	68
	Bryan Eagle (S)	BN	E	18,081	—	—	—	.33*	2	68-70
265.	**MIDLAND**—25,000 hslds. (Less than 0.1% of U.S.) ADI: Odessa-Midland (150)									
	ABC audited newspapers and group buys									
	Midland Reporter-Telegram	TP	E	21,684	19,292	77.2	77.2	.32	1m	90
	Midland/Odessa Metro Group #90	TP	—	59,008	18,940	75.8	—	.70	—	90
	—San Angelo Standard-Times	BN	ME	45,706	2,209	8.8	86.0	x	1	68-69
266.	**BISMARCK, ND**—24,400 hslds. (Less than 0.1% of U.S.) ADI: Minot-Bismark-Dickinson (143)									
	ABC audited newspapers and group buys									
	Bismarck Tribune	BN	E	29,358	20,366	83.5	83.5	.45	1	104
	North Dakota Group #104	BN	—	60,163	19,876	81.5	—	.75	—	104
267.	**LAREDO**—23,700 hslds. (Less than 0.1% of U.S.) ADI: Laredo (204)									
	ABC audited newspapers and group buys									
	Laredo Times	TP	E	18,694	13,262	56.0	56.0	.33	1	——
	Laredo News	LA	M	9,831	7,604	32.1	88.1	.32	—	——
268.	**LAWRENCE, KS**—22,600 hslds. (Less than 0.1% of U.S.) ADI: Kansas City (27)									
	ABC audited newspapers and group buys									
	Lawrence Journal World	SD	E	19,124	16,421	72.7	72.7	.27	1	——
	—Kansas City Star, Times	CW	ME	621,577	5,735	25.4	98.1	3.05	1m	——
	—Topeka Daily Capital, State Journal	BN	ME	87,003	1,744	7.7	105.8	.92	1	——
269.	**VICTORIA**—20,000 hslds. (Less than 0.1% of U.S.) ADI: Victoria (207)									
	ABC audited newspapers and group buys									
	Victoria Advocate	TP	M	30,505	16,011	80.1	80.1	.40	1	——

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3. Albany ADI Newspaper Network
4. All Oklahoma Group
5. Ann Arbor-Jackson Group
6. Arizona Golden Triangle Newspaper Group
7. Arizona West Group
8. Ashtabula Newspaper Group
10. Austin Group
11. BAND (Boston Area Newspaper Dailies)
12. Bay Sparks Group
13. Bloomsburg-Berwick Unit
14. Bloomington-Bedford Metro Newspapers
15. Booth Newspaper Group
16. Buckeye Publishing Group
17. Bucks Burlington Group
18. Buffalo ADI Newspaper Network
19. CCC (Contra Costa County Group)
20. Cajun Group
21. Central Florida Golden Markets-Group 1
22. Central Florida Golden Markets-Group 2
23. Central Illinois Unit
24. Central Indiana Newspaper Group
25. Central Iowa Unit
26. Central Kentucky Group
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28. Central Penn Newspaper Network
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30. Central Wisconsin Newspapers
31. Charleston-Aiken Unit
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33. Chicago Suburban Paddock Newspapers
34. CLAN (Combined Los Angeles Newspapers)
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38. Columbia-Myrtle Beach Unit
39. Davenport-Kewanee-Muscatine Group
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GROUPS WITH WEEKLY CIRCULATION

U.S. SUBURBAN PRESS, INC.

Group	Daily circulation	Weekly circulation	Total circulation	Rate ($)
Albuquerque	—	108,726	108,726	.86
Anaheim	30,191	387,324	417,515	2.97
Atlanta	40,682	484,707	525,389	3.90
Baltimore	56,137	156,441	212,578	2.27
Boston	146,951	294,133	441,084	5.14
Bridgeport	—	83,667	83,667	1.51
Buffalo	17,685	70,985	88,670	.82
Chicago	66,408	708,861	775,269	7.72
Cincinnati	30,120	271,034	301,154	3.23
Cleveland	—	283,820	283,820	2.40
Dallas	87,990	149,594	237,584	3.25
Dayton	7,379	31,182	38,561	.57
Denver	—	247,959	247,959	1.47
Detroit	105,647	532,426	638,073	6.22
Fresno	—	100,658	100,658	1.04
Hawaii	17,451	108,604	126,055	1.60
Houston	106,947	337,270	444,217	4.93
Indianapolis	66,164	91,615	157,779	1.93
Kansas City	21,240	212,903	234,143	1.97
Los Angeles	33,809	889,680	923,489	5.59
Louisville	—	58,600	58,600	.47
Miami	12,019	469,914	481,933	3.96
Milwaukee	10,513	375,686	386,199	3.47
Minneapolis	—	154,725	154,725	1.80
Nassau/Suffolk	—	201,476	201,476	1.67
New Haven	7,154	60,552	67,706	.83
New Jersey North	24,659	1,156,675	1,181,334	11.30
New Orleans	—	257,413	257,413	1.88
New York ADI	24,659	1,441,818	1,466,477	14.48
Oklahoma City	61,649	62,132	123,781	1.75
Omaha	—	54,034	54,034	.83
Philadelphia	52,300	418,535	470,835	5.30
Pittsburgh	50,579	120,182	170,761	1.98
Portland	5,923	277,378	283,301	2.30
Providence	—	75,374	75,374	.94
Rochester	—	43,912	43,912	.62
Sacramento	10,744	165,105	175,849	1.42
St. Louis	—	781,849	781,849	4.71
San Antonio	—	206,405	206,405	1.90
San Diego	24,604	289,376	313,980	2.84
San Francisco	225,361	586,399	811,760	8.06
San Jose	—	250,100	250,100	1.45
Seattle	57,105	371,783	428,888	4.33
Spokane	—	130,454	130,454	.80
Washington, DC	18,029	312,222	330,251	3.24
Wilmington	10,782	56,848	67,630	.82
Total	1,395,440	12,488,424	13,883,864	—

LANDON ASSOCIATES

Group	Daily circulation	Weekly circulation	Total circulation	Rate ($)
Albany ADI Newspaper Network	86,387	21,800	108,187	1.28
Buffalo ADI Newspaper Network	216,091	10,111	226,202	3.58
K.N.L. Newspapers	25,906	5,174	31,080	.42
Maryland Newspaper Network	115,642	90,989	206,631	2.04
Michigan Upper Peninsula Newspaper Network	78,302	10,205	88,507	1.42
NNN (Niagara County Newspaper Network)	66,387	10,111	76,498	1.04
Nixon Newspaper Network	49,410	3,185	52,538	.80
Northern Illinois Newspaper Network	49,155	26,300	75,455	.90
Northern New York Newspaper Network	17,108	16,108	33,216	.85
Pennsylvania Newspaper Network	924,195	171,247	1,095,442	15.20
Piedmont Crescent Newspapers	18,543	25,171	43,714	.71
SPAN (Suburban Philadelphia Area Newspapers)	334,585	42,739	377,315	4.99
Suburban Washington Area Newspapers	58,605	113,673	172,273	1.64
3M Newspaper Network	17,435	7,695	25,130	.45
Upper Peninsula Central	37,161	10,205	47,366	.62
Virginia Newspaper Network	295,823	47,274	343,697	4.64
Wilkes Barre-Scranton ADI	202,283	11,034	213,717	2.53

DAILY CHARACTERISTICS BY SMSA

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
1.	**NEW YORK—3,581,400 hslds. (4.7% of U.S.)**												
	ADI: New York (1)												
	ABC audited newspapers												
	New York Daily News	NY-WA-CW	M	1,200	6	—	W-S	—	4	—	Y	N	Y
	New York Post	BN	E	1,200	6	—	W	HS	4	Other	N	N	Y
	New York Times	NT	M	2,700	9	—	W	—	2	Own	N	Y	Y
	Bergen County (NJ) Record	SF	E	2,700	9	C	W	H	4	Simmons	Y	N	Y
	Staten Island Advance	NN	E	2,700	9	C	W-S	HS	4	Belden	N	N	Y
	Rockland Journal News	GT	E	2,400	8	C	W	HS	4	Creative	N	N	Y
	White Plains Reporter Dispatch	GT	E	2,400	8	C	W	HS	4	Creative	N	N	Y
	Yonkers Herald Statesman	GT	E	2,400	8	C	W	HS	2	Creative	N	N	Y
	Westchester Today	GT	M	2,400	8	C	W	HS	4	Creative	N	N	Y
	New Rochelle Standard Star	GT	E	2,400	8	C	W	HS	4	Creative	N	N	Y
	Mt. Vernon Argus	GT	E	2,400	8	C	W	HS	4	Creative	N	N	Y
	Peekskill Evening Star	GT	E	2,400	8	B	W	HS	2	—	N	N	Y
	Port Chester Daily Item	GT	E	2,400	8	C	W	HS	4	Creative	N	N	Y
	Mamaroneck Daily Times	GT	E	2,400	8	C	W	HS	4	Creative	N	N	Y
	Ossining Citizen Register	GT	E	2,400	8	C	W	HS	4	Creative	N	N	Y
	Tarrytown Daily News	GT	E	2,400	8	C	W	HS	4	Creative	N	N	Y
2.	**LOS ANGELES-LONG BEACH—2,709,500 hslds. (3.6% of U.S.)**												
	ADI: Los Angeles (2)												
	ABC audited newspapers												
	Los Angeles Times	LT-LC	M	2,400	8	C	Th	H	2	Own	Y	Y	N
	Los Angeles Herald-Examiner	HS	E	2,240	8	—	W	HS	4	Other	N	N	Y
	Long Beach Independent, Press Telegram	KR	ME	2,408	8	C	W	HS	4	Other	Y	N	Y
	Independent	KR	M	2,408	8	C	W	HS	4	Other	Y	N	Y
	Press Telegram	KR	E	2,408	8	C	W	HS	4	Other	Y	N	Y
	Los Angeles Daily Breeze	SF	E	2,408	8	C	Th	HS	4	Copley	Y	Y	N
	West Covina San Gabriel Valley Tribune	CW	ME	2,408	8	C	W	H	4	—	N	N	N
	Tribune	CW	M	2,408	8	C	W	H	4	—	N	N	N
	Tribune	CW	E	2,408	8	C	W	H	4	—	N	N	N
	Pasadena Star News	KR	AD	2,408	8	C	W	H	4	Other	N	Y	N
	Santa Monica Evening Outlook	CW-US	E	2,709	9	B	W	H	4	Other	Y	—	N
	Pomona Progress-Bulletin	WD	ME	2,408	8	C	W	H	4	—	N	Y	N
	Progress Bulletin	WD	M	2,408	8	C	W	H	4	—	N	Y	N
	Progress Bulletin	WD	E	2,408	8	C	W	H	4	—	N	Y	N

LEGEND TO NEWSPAPER CHARACTERISTICS

Market rankings and number of households: Estimated by Audit Bureau of Circulations as of October, 1979. For an alphabetical list of markets, turn to pages 68 and 166.

ABC: Audit Bureau of Circulations.

C: Certified Audit Circulations (CAC).

V: Verified Audit Circulations (VAC).

S: Sworn publisher's statement.

Rep: National newspaper advertising representative. Key to code is on pages 70 and 167.

Edition: M = Morning; E = Evening; ME = Morning/evening combination; AD = All day.

Spill-In: Newspapers with a spill-in circulation of 5% coverage or better are indicated at the bottom of each market by a dash (—) preceding their names.

ADS symbol: ANPA Advertising Dimension Standards.

Best food day: M = Monday; T = Tuesday; W = Wednesday; Th = Thursday; F = Friday; Sa = Saturday; S = Sunday.

Hifi/Spect: HS = Both hifi and spectacolor are available; H = Only hifi is available.

ROP color: Number of colors available (including black as one color).

Audience data: The name of the research organization which conducted the study for the newspaper is given. Other Rsch = A local, outside firm conducted the study; Own = The newspaper conducted the study internally. For a listing of the major research firms mentioned here, turn to section 9, Reps and Services, page 364.

Zone editions: Y = Yes; N = No.

TMC: Total Market Coverage. Y = Yes; N = No.

Co-op rate: Refers to special rate for co-op advertisers other than the rates for retail and national advertisers. Y = Yes; N = No.

Dagger (†): SMSA is in more than one ADI.

Dash (—): None; not applicable; no information available.

LOS ANGELES CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	HiFi Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
Los Angeles La Opinion	—	M	1,764	6	—	Th	H	4	Own	N	N	N
Glendale News Press	LA	E	2,408	8	—	W	HS	4	Own	N	Y	N
Whittier News	BN	E	2,408	8	B	W	H	4	—	N	N	N
Huntington Park Signal	BN	E	2,352	8	A	W	H	4	—	N	N	N
San Pedro News-Pilot	SF	E	2,408	8	C	W	H	4	Own	Y	Y	Y
Los Angeles Daily Journal	—	M	2,408	8	—	—	—	2	Other	N	Y	N
Burbank Review	LA	E	2,408	8	—	W	HS	4	Own	N	Y	N
Antelope Valley Daily Ledger-Gazette	TN-BN	E	2,408	8	—	W	H	3	—	N	Y	N
Downey Southeast News & Downey Champion	BN	E	2,352	8	C	W	—	4	—	N	N	N
Other newspapers												
Los Angeles Valley News (V)	SF	M	2,400	8	C	Th	H	4	Yankelovich	Y	N	Y
3. CHICAGO—2,431,700 hslds. (3.2% of U.S.)												
ADI: Chicago (3)												
ABC audited newspapers												
Chicago Tribune	CT-WA	AD	2,790	9	C	Th	HS	4	—	Y	Y	Y
Chicago Sun-Times[1]	CS	M	1,200	6	—	Th	H	4	3 Sigma	Y	Y	Y
Joliet Herald-News	SF	E	2,709	9	—	W	H	4	—	Y	Y	N
Waukegan News-Sun	—	E	2,772	9	—	W	HS	4	—	N	Y	N
Elgin Courier-News	SF	E	2,709	9	—	W	HS	4	—	N	Y	Y
Aurora Beacon-News	SF	E	2,709	9	—	W	HS	4	Scarborough	N	Y	Y
Chicago Defender	AP	M	1,005	5	F	Th	HS	4	—	N	Y	N
Arlington Heights Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Mount Prospect Daily Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Crystal Lake Herald	—	E	2,709	9	—	W	HS	4	—	N	Y	N
Hoffman Estates Daily Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Palatine Daily Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Wheaton Daily Journal	SF	E	2,709	9	—	W	HS	4	—	N	N	Y
Hanover Park Daily Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Elk Grove Village Daily Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Des Plaines Daily Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Rolling Meadows Daily Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Buffalo Grove Daily Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Wheeling Daily Herald	US	M	1,806	6	F	Th	H	4	—	Y	Y	N
Other newspapers												
Chicago Daily Southtown Economist (V)	US	M	2,709	9	—	W	—	4	Other	Y	Y	Y
Woodstock Daily Sentinel (S)	—	E	2,408	8	—	—	H	4	Other	N	Y	N
4. PHILADELPHIA—1,626,400 hslds. (2.2% of U.S.)												
ADI: Philadelphia (4)												
ABC audited newspapers												
Philadelphia Inquirer, News	KR	ME	1,860	6	F	W-S	HS	4	3 Sigma	Y	Y	N
Inquirer	KR	M	1,860	6	F	W-S	HS	4	3 Sigma	Y	Y	N
News	KR	E	910	5	F	W	HS	4	3 Sigma	N	N	N
Philadelphia Bulletin	MN	E	1,800	6	F	W-S	H	4	Belden	Y	N	N
Camden Courier-Post	GT	E	1,800	6	—	W	H	4	Chilton	Y	Y	Y
Levittown Bucks County Courier Times	LA	E	1,806	6	E	M-W	H	4	Own	Y	Y	N
Delaware County Daily Times	LA-RH	E	1,800	6	—	W	HS	4	RMH	N	Y	N
Willingboro Burlington County Times	LA-RH	E	1,824	6	E	W-S	H	4	—	Y	Y	N
West Chester Daily Local News	LA	E	1,812	6	D	W-S	—	4	RMH	N	N	N
Norristown Times Herald	RH-LA	E	1,848	6	—	W	H	4	—	N	N	N
Woodbury Gloucester County Times	LA-HH	E	1,800	6	F	W	H	4	RMH	N	Y	N
Pottstown Mercury	LA	M	1,848	6	—	W	H	4	RMH	N	Y	N
Doylestown Intelligencer	LA-RH	E	1,806	6	E	W	H	4	MOR	Y	Y	N
Lansdale Reporter	LA-US-RH	E	1,806	6	E	W	—	4	RMH	N	Y	N
Coatesville Record	LA	E	1,806	6	—	W	H	4	—	N	N	N
Quakertown Free Press	LA-US	E	1,806	6	—	W	H	4	Other	Y	Y	N

[1] Chicago Sun-Times also has sections that are standard size: 2,790 lines per page, 9 ad columns.

PHILADELPHIA CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Phoenixville Evening Phoenix	LA-RH	E	1,806	6	—	W	HS	3	RMH	N	N	N
Other newspapers												
Hatboro Today's Spirit (C)	US	M	1,800	6	—	W	—	4	—	—	—	—
King of Prussia Today's Post (C)	US	M	1,800	6	—	W	—	4	—	—	—	—

5. DETROIT—1,456,900 hslds. (1.9% of U.S.)

ADI: Detroit (7)

ABC audited newspapers												
Detroit News	MN	E	2,790	9	—	W	H	4	Scarborough	Y	Y	Y
Detroit Free Fress	KR	M	2,400	8	A	W	—	4	Scarborough	Y	—	Y
Pontiac Oakland Press	CW	E	2,408	8	—	W	HS	4	Other	Y	Y	N
Royal Oak Tribune	LA	E	2,464	8	—	W	HS	4	—	Y	Y	N
Macomb Daily	LA	E	2,709	9	A	W	H	4	RMH	N	Y	N
Port Huron Times Herald	GT	E	2,808	9	C	W	H	4	—	Y	Y	N

6. BOSTON-LOWELL-BROCKTON-LAWRENCE-HAVERHILL—1,330,900 hslds. (1.8% of U.S.)

ADI: Boston (6)

ABC audited newspapers												
Boston Globe	MN	AD	2,700	9	C	W	H	4	3 Sigma	—	—	Y
Boston Herald American	HS	M	2,700	9	C	W	HS	4	Other	Y	N	Y
Quincy Patriot-Ledger	LA	E	2,464	8	A	M-W	H	3	—	Y	N	N
Lowell Sun	SK	E	2,700	9	C	W	H	4	Other	N	Y	N
Brockton Enterprise	LA	E	2,352	8	B	W	HS	4	—	N	N	N
Lawrence Eagle-Tribune	SK	E	2,700	9	C	W	H	4	Other	N	Y	N
Middlesex News	LA	E	2,700	9	C	W	H	4	RMH	Y	Y	N
Salem Evening News	LA	E	2,352	8	B	W	H	4	Own	Y	Y	Y
Lynn Daily Evening Item	LA-US	E	2,400	8	—	W	H	4	—	N	N	N
Haverhill Gazette	LA	E	2,400	8	A	W	H	4	—	—	—	—
Waltham News-Tribune	LA	E	2,646	9	C	W	HS	3	—	Y	Y	N
Portsmouth Herald	TN	E	2,678	9	B	W	H	3	Other	N	Y	N
Gloucester Times	US	E	2,400	8	A	W	H	4	—	N	Y	N
Dedham Daily Transcript	LA-US	E	2,700	9	C	W	—	2	—	N	Y	N
Newburyport Daily News	—	E	2,352	8	—	W	HS	4	—	N	Y	N
Peabody Times	US	E	2,400	8	—	M-W	H	4	—	Y	Y	N
Other newspapers												
Woburn Daily Times (C)	US	E	2,646	9	—	W	HS	4	—	N	N	N
Malden Evening News (C)	LA-US	E	2,352	8	—	W	H	4	—	Y	N	N
Medford Daily Mercury (C)	LA-US	E	2,352	8	—	M-W	H	4	—	Y	N	N
Wakefield Daily Item (S)	—	E	2,352	8	—	M-W	H	3	—	N	N	N
Melrose Evening News (C)	LA-US	E	2,352	8	—	W	H	3	—	Y	N	N

7. SAN FRANCISCO-OAKLAND—1,224,200 hslds. (1.6% of U.S.)

ADI: San Francisco (5), Sacramento-Stockton (24)

ABC audited newspapers												
San Francisco Chronicle, Examiner	SF	ME	2,408	8	C	W	H	4	Scarborough	N	N	Y
Chronicle	SF	M	2,408	8	C	W	H	4	Scarborough	N	N	Y
Examiner	SF	E	2,408	8	C	W	H	4	Scarborough	N	N	Y
Oakland Tribune	GT	ME	2,408	8	—	W	HS	3	—	Y	Y	N
Tribune	GT	M	2,408	8	—	W	HS	3	—	Y	Y	N
Tribune	GT	E	2,408	8	—	W	HS	3	—	Y	Y	N
San Rafael Independent Journal	CN-WD	E	2,352	8	C	—	HS	4	MOR	N	N	N
San Mateo Times & News Leader	WD-CN	E	2,408	8	C	T	H	4	MOR	N	Y	N
Hayward Daily Review	—	E	4,967	8	C	W	H	4	—	N	Y	N
Richmond-Berkeley Independent & Gazette	LA-US	E	2,520	8	—	T-W	HS	4	—	Y	Y	N
Fremont-Newark Argus	—	M	2,408	8	C	W	H	4	—	N	Y	N
Antioch Ledger	CW-US	E	2,352	8	—	W	H	4	Bardsley	N	N	N
Livermore Tri-Valley Herald	—	M	2,408	8	C	W	H	4	—	N	Y	N

SAN FRANCISCO CONTINUED

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Other newspapers												
Walnut Creek Contra Costa Times (V)	US-CW	M	2,352	8	C	W	H	4	Other	Y	N	N
Pleasanton Valley Times (V)	US-CW	M	2,352	8	C	W	H	4	—	N	N	N
Pittsburg Post Dispatch (V)	CW	E	2,352	8	C	T	H	4	—	N	N	N
Martinez News Gazette (V)	US	M	2,408	8	—	W	—	4	—	Y	Y	N
Alameda Times Star (V)	BN	M	2,408	8	—	W	HS	4	Other	N	Y	Y
San Francisco Daily Commercial News (S)	—	M	1,120	5	—	F	HS	4	Other	N	N	N

8. WASHINGTON, DC—1,053,000 hslds. (1.4% of U.S.)

ADI: Washington, DC (8)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Washington Post	SF	M	2,781	9	—	Th-S	H	4	Scarborough	Y	Y	N
Washington Star	MN	E	2,781	9	c	W	HS	4	3 Sigma	Y	Y	Y
Potomac News	US	E	2,352	8	—	W	HS	3	—	N	Y	N
Alexandria Gazette	LA	E	2,408	8	—	W	HS	4	—	N	N	N
Other newspapers												
Manassas Journal Messenger (S)	LA	E	2,408	8	—	M-W	—	3	—	Y	Y	N

9. DALLAS-FORT WORTH—943,300 hslds. (1.2% of U.S.)

ADI: Dallas-Fort Worth (10)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Dallas Times Herald[1]	BN	E	2,709	9	C	Th	HS	4	Other	N	Y	Y
Dallas Morning News	CW	M	2,700	9	C	Th	HS	4	Belden	N	—	Y
Fort Worth Star-Telegram	SF	ME	2,709	9	C	Th	HS	4	Belden	Y	Y	Y
Star-Telegram	SF	M	2,709	9	C	Th	HS	4	Belden	Y	Y	Y
Star-Telegram	SF	E	2,709	9	C	Th	HS	4	Belden	Y	Y	Y
Denton Record-Chronicle	TP	E	2,709	9	C	Th	HS	4	—	N	N	N
Garland Daily News	US	E	2,380	8	B	W	H	4	—	N	N	N
Irving Daily News	US	E	2,380	8	—	W	—	4	—	—	Y	—
Hurst Mid Cities Daily News	US	E	2,380	8	B	W	HS	4	—	N	Y	N
Grand Prairie Daily News	US	E	2,380	8	—	W	—	4	—	—	—	—
Richardson Daily News	US	E	2,380	8	—	W	HS	4	—	Y	Y	—
Other newspapers												
Plano Daily Star-Courier (V)	US	E	2,352	8	—	W	—	4	—	—	—	—
McKinney Courier-Gazette (V)	US	E	2,408	8	—	M-Th	H	3	—	N	Y	N
Terrell Tribune (V)	US	E	2,408	8	—	W-Th-S	H	3	—	N	Y	N
Weatherford Democrat (S)	TP	E	2,408	8	—	W-Th	HS	4	—	N	Y	N
Lewisville Leader (V)	US	E	2,352	8	—	W	—	4	—	—	—	—
Waxahachie Daily Light (V)	US-TP	E	2,352	8	—	M-W	HS	3	Other	N	N	N
Arlington Daily News (V)	US	E	2,380	8	—	W	—	4	—	—	—	—
Mesquite Daily News (V)	US	E	2,408	8	—	W-S	—	4	—	—	Y	—

10. HOUSTON—881,200 hslds. (1.2% of U.S.)

ADI: Houston (12)

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Houston Chronicle	SF	E	2,700	9	C	Th	HS	4	Belden	Y	Y	Y
Houston Post	BN	M	2,700	9	C	Th	HS	4	Other	Y	Y	Y
Conroe Montgomery County Daily Courier	US	E	2,709	9	B	W	HS	4	—	Y	Y	—
Other newspapers												
Beytown Sun (V)	US	E	2,646	9	—	W	H	4	—	N	N	N
Clute Brazosport Facts (V)	US	E	2,352	8	A	M-W-S	H	4	—	N	Y	N
Pasadena Citizen (V)	US	M	2,709	9	C	Th	HS	4	—	Y	Y	Y
Rosenberg Herald-Coaster (S)	—	E	2,400	8	—	W	HS	4	—	N	Y	N
Angleton Times (V)	—	M	2,408	8	—	Th-S	HS	3	—	N	Y	N
Alvin Sun (V)	US	E	2,352	8	—	Th	—	4	—	—	—	—

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[1] Dallas Times Herald is now an all day newspaper.

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
11.	**NASSAU-SUFFOLK**—817,500 hslds. (1.1% of U.S.)												
	ADI: New York (1)												
	ABC audited newspapers												
	Long Island Newsday	—	E	1,200	6	—	W-S	—	2	Belden	N	Y	Y
	—New York Daily News	NY-WA-CW	M	1,200	6	—	W-S	—	4	—	Y	N	Y
	—New York Times	NT	M	2,700	9	—	W	—	2	Own	N	Y	Y
12.	**ST. LOUIS**—815,300 hslds. (1.1% of U.S.)												
	ADI: St. Louis (13)												
	ABC audited newspapers												
	St. Louis Post-Dispatch	NN	E	2,790	9	C	W	H	4	Other	Y	N	N
	St. Louis Globe-Democrat	NN	M	2,790	9	C	W	H	4	3 Sigma	Y	N	Y
	Belleville News-Democrat	BN	E	2,709	9	C	T-W-S	HS	4	Magid	Y	N	Y
	Alton Telegraph	BN	E	2,432	8	A	W	HS	4	Belden	N	Y	N
	Edwardsville Intelligencer	BN	E	2,408	8	A	W	H	—	—	Y	Y	—
13.	**PITTSBURGH**—792,600 hslds. (1.0% of U.S.)												
	ADI: Pittsburgh (11)												
	ABC audited newspapers												
	Pittsburgh Post-Gazette, Press	SK	ME	2,835	9	C	W-S	H	4	Belden	Y	N	Y
	Post-Gazette	SK	M	2,835	9	C	W-S	H	4	Belden	Y	N	Y
	Press	SK	E	2,835	9	C	W-S	H	4	Belden	Y	N	Y
	Beaver County Times	LA	E	1,806	6	D	W-S	H	4	Other	Y	Y	N
	Greensburg Tribune-Review	LA	M	2,709	9	A	S	H	4	Other	N	N	N
	McKeesport Daily News	LA	E	2,709	9	C	W	H	4	—	N	N	N
	New Kensington Valley News-Dispatch	GT-US	E	1,806	6	F	M-W	—	4	—	N	Y	N
	Washington Observer-Reporter	LA	AD	2,408	8	C	M-W	H	4	Other	N	N	N
	Monessen Valley Independent	TN	E	2,408	8	B	M-W	HS	4	—	N	Y	N
	Latrobe Bulletin	LA	E	2,408	8	F	M-W	—	4	—	N	N	N
	Jeanette News-Dispatch	LA	E	2,408	8	C	W	—	4	—	Y	—	N
	Other newspapers												
	Irwin Daily Standard Observer (S)	—	E	2,408	8	—	M-W	H	2	—	N	N	N
	Canonsburg Daily Notes (S)	—	E	2,709	9	—	W	H	4	—	N	N	N
14.	**BALTIMORE**—712,400 hslds. (0.9% of U.S.)												
	ADI: Baltimore (20)												
	ABC audited newspapers												
	Baltimore Sun, Evening Sun	CW	ME	2,700	9	C	W-Th	HS	4	Scarborough	—	N	N
	Sun	CW	M	2,700	9	C	Th	HS	4	Scarborough	—	N	N
	Sun	CW	E	2,700	9	C	W	HS	4	Scarborough	—	N	N
	Baltimore News American	HS	E	2,700	9	C	W	H	4	Belden	Y	N	Y
	Annapolis Capital	LA-US	E	2,709	9	—	W	H	4	—	N	N	N
15.	**MINNEAPOLIS-ST. PAUL**—684,500 hslds. (0.9% of U.S.)												
	ADI: Minneapolis-St. Paul (14)												
	ABC audited newspapers												
	Minneapolis Tribune, Star	CW	ME	1,806	6	F	W-Th	HS	4	Other	Y	Y	Y
	Tribune	CW	M	1,806	6	F	Th	HS	4	Other	Y	Y	Y
	Star	CW	E	1,806	6	F	W	HS	4	Other	Y	Y	Y
	St. Paul Pioneer Press, Dispatch	KR	ME	1,818	6	F	W-Th	HS	4	Scarborough	Y	N	Y
	Pioneer Press	KR	M	1,818	6	F	W-Th	HS	4	Scarborough	Y	N	Y
	Dispatch	KR	E	1,818	6	F	W-Th	HS	4	Scarborough	Y	N	Y

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
16.	**NEWARK, NJ**—674,600 hslds. (0.9% of U.S.)												
	ADI: New York (1)												
	ABC audited newspapers												
	Newark Star-Ledger	NN	M	2,835	9	C	W-S	H	4	Scarborough	N	N	Y
	Elizabeth Daily Journal	LA	E	2,408	8	A	W	H	4	—	N	N	N
	Morristown Daily Record	LA	E	2,709	9	—	W-S	—	4	Own	Y	N	N
	Bridgewater Courier News	GT-SF	E	2,709	9	C	W	H	4	Scarborough	Y	Y	Y
	Dover Advance	DN	E	2,400	8	C	W	HS	4	Chilton	Y	N	N
	—New York Daily News	NY-WA-CW	M	1,200	6	—	W-S	—	4	—	Y	N	Y
	—New York Times	NT	M	2,700	9	—	W	—	2	Own	N	Y	Y
17.	**CLEVELAND**—670,500 hslds. (0.9% of U.S.)												
	ADI: Cleveland (9)												
	ABC audited newspapers												
	Cleveland Plain Dealer	NN	M	2,700	9	C	W	H	4	Scarborough	Y	N	Y
	Cleveland Press	SK	E	2,835	9	—	W	H	4	Other	Y	N	Y
	Willoughby Lake County News-Herald	BN	E	2,709	9	—	W-S	HS	4	Magid	Y	Y	Y
	Painesville Telegraph	LA	E	2,408	8	A	W-Th	H	4	—	N	Y	N
	Medina County Gazette	LA	E	1,806	6	E	M-W	H	4	—	N	N	N
18.	**ANAHEIM-SANTA ANA-GARDEN GROVE**—649,800 hslds. (0.9% of U.S.)												
	ADI: Los Angeles (2)												
	ABC audited newspapers												
	Santa Ana Register	SK	ME	2,408	8	C	W-Th	H	4	Other	N	N	N
	Register	SK	M	2,408	8	C	Th	H	4	Other	N	N	N
	Register	SK	E	2,408	8	C	W	H	4	Other	N	N	N
	Orange Coast Daily Pilot	CW	E	2,308	8	C	W	H	4	—	Y	Y	N
	Fullerton Daily News Tribune	WD-US	E	2,408	8	C	W	HS	4	—	N	Y	N
	Anaheim Bulletin	SK	E	2,408	8	C	W	H	4	Other	N	N	N
	San Clemente Sun-Post	LA-US	E	2,408	8	B	W	HS	4	—	N	Y	N
	La Habra-Brea Star Progress	SK	E	2,408	8	C	W	H	4	Other	N	N	N
	—Los Angeles Times	LT-LC	M	2,400	8	C	Th	H	2	Own	Y	Y	N
19.	**ATLANTA**—635,700 hslds. (0.8% of U.S.)												
	ADI: Atlanta (16)												
	ABC audited newspapers												
	Atlanta Constitution, Journal	MN	ME	2,408	8	C	W-Th	—	4	3 Sigma	Y	—	Y
	Constitution	MN	M	2,408	8	C	Th	—	4	3 Sigma	Y	—	Y
	Journal	MN	E	2,408	8	C	W	—	4	3 Sigma	Y	—	Y
	Marietta Daily Journal	LA-US	E	2,408	8	C	W	HS	4	—	N	Y	N
	Gwinnett Daily News	US	E	2,408	8	B	W	HS	4	—	N	Y	N
20.	**SAN DIEGO**—598,400 hslds. (0.8% of U.S.)												
	ADI: San Diego (29)												
	ABC audited newspapers												
	San Diego Union, Tribune	SF	ME	2,408	6	C	Th	H	4	Other	Y	N	Y
	Union	SF	M	2,408	6	C	Th	H	4	Other	Y	N	Y
	Tribune	SF	E	2,408	6	C	Th	H	4	Other	Y	N	Y
	Escondido Times-Advocate	CW	E	2,408	8	B	W	H	4	Yankelovich	N	Y	N
	Oceanside Blade-Tribune	CW-US	E	2,408	8	—	W	HS	4	—	N	Y	N
	El Cajon Daily Californian	WD-US	E	2,408	8	A	W	HS	4	Belden	N	Y	N
	—Los Angeles Times	LT-LC	M	2,400	8	C	Th	H	2	Own	Y	Y	N
	Other newspapers												
	Vista Press (S)	US	E	2,352	8	—	W	HS	4	—	N	Y	N
	San Diego Daily Transcript (S)	—	M	2,352	8	A	W-Th	HS	4	Other	N	Y	Y

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
21.	**TAMPA-ST. PETERSBURG**—583,000 hslds. (0.8% of U.S.) ADI: Tampa-St. Petersburg (17)												
	ABC audited newspapers												
	St. Petersburg Times, Independent	SK	ME	2,408	8	C	W-Th	H	4	Other	Y	Y	Y
	Times	SK	M	2,408	8	C	W-Th	H	4	Other	Y	Y	Y
	Independent	SK-PF	E	2,408	8	C	W	H	4	Other	Y	Y	Y
	Tampa Tribune, Times	SF-PF	ME	2,835	9	C	W-Th	H	4	Belden	Y	N	Y
	Tribune	SF-PF	M	2,835	9	C	W-Th	H	4	Belden	Y	N	Y
	Times	SF-PF	E	2,835	9	C	W	H	4	Belden	Y	N	Y
	Clearwater Sun[1]	BN-PF	E	2,408	8	C	Th-S	H	4	Barbour	Y	Y	Y
22.	**MIAMI**—553,600 hslds. (0.7% of U.S.) ADI: Miami (15)												
	ABC audited newspapers												
	Miami Herald, News	KR-PF	ME	1,890	6	F	Th	HS	4	3 Sigma	Y	Y	Y
	Herald	KR-PF	M	1,890	6	F	Th	HS	4	3 Sigma	Y	Y	Y
	News	KR-PF	E	1,890	6	F	Th	HS	4	3 Sigma	Y	Y	Y
	Homestead South Dade News Leader	LA	E	1,806	6	F	W	H	4	—	—	—	—
	Other newspapers												
	Miami Diario Las Americas (S)	—	M	2,352	8	A	Th-S	—	4	Other	N	N	Y
	Miami Review (S)	—	M	1,344	6	—	Th	—	2	—	N	Y	N
23.	**SEATTLE-EVERETT**—527,900 hslds. (0.7% of U.S.) ADI: Seattle-Tacoma (18)												
	ABC audited newspapers												
	Seattle Times[2]	CW	E	1,890	6	E	W	H	4	GMA	Y	Y	Y
	Seattle Post-Intelligencer	HS	M	2,240	8	—	W	H	4	Belden	Y	N	Y
	Everett Herald	BN	E	2,408	8	A	W	—	4	Yankelovich	N	Y	N
	Other newspapers												
	Bellevue Daily Journal American (V)	—	M	1,764	6	—	F	HS	4	—	Y	Y	N
24.	**DENVER-BOULDER**—519,400 hslds. (0.7% of U.S.) ADI: Denver (22)												
	ABC audited newspapers												
	Denver Post	SF	E	2,790	9	C	W	H	4	Scarborough	Y	N	N
	Denver Rocky Mountain News	SK	M	1,200	6	T	W	H	4	Belden	N	N	N
	Boulder Daily Camera	KR	E	2,408	8	A	W	—	4	Other	Y	Y	N
	Longmont Times Call	BN	E	2,709	9	C	W	HS	4	—	Y	Y	—
25.	**MILWAUKEE**—481,500 hslds. (0.6% of U.S.) ADI: Milwaukee (26)												
	ABC audited newspapers												
	Milwaukee Sentinel, Journal	MN	ME	2,700	9	C	W-Th	H	4	3 Sigma	Y	—	Y
	Sentinel	MN	M	2,700	9	C	Th	H	4	3 Sigma	Y	—	Y
	Journal	MN	E	2,700	9	C	W	H	4	3 Sigma	Y	—	Y
	Waukesha Freeman	—	E	2,352	8	A	T	H	4	—	N	N	N
	West Bend News	AN-US	E	2,772	9	—	F	H	4	Other	N	N	N
26.	**CINCINNATI**—467,300 hslds. (0.6% of U.S.) ADI: Cincinnati (25)												
	ABC audited newspapers												
	Cincinnati Post	GT	E	2,700	9	C	W	H	4	Bardsley	N	N	N
	Cincinnati Enquirer	GT	M	2,700	9	C	W	H	4	Bardsley	N	N	N

[1] Now a morning newspaper.

[2] Became an all day newspaper in February, 1980.

27. KANSAS CITY—462,400 hslds. (0.6% of U.S.)

ADI: Kansas City (27)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Kansas City Times, Star	CW	ME	1,866	6	F	W-Th	H	4	Belden	Y	N	Y
Times	CW	M	1,866	6	F	W-Th	H	4	Belden	Y	N	Y
Star	CW	E	1,866	6	F	W-Th	H	4	Belden	Y	N	Y
Kansas City Kansan	BN	E	1,806	6	—	W	HS	4	—	N	Y	N
Other newspapers												
Independence Examiner (V)	—	E	1,806	6	—	W	HS	4	Other	N	Y	N
Olathe Daily News (S)	—	M	2,408	8	—	Th	HS	4	—	N	Y	N

28. RIVERSIDE-SAN BERNARDINO-ONTARIO—458,700 hslds. (0.6% of U.S.)

ADI: Los Angeles (2), Phoenix (33), Palm Springs (186)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Riverside Enterprise, Press	SF	ME	2,408	8	C	W-Th	H	4	—	Y	Y	N
Enterprise	SF	M	2,408	8	C	W-Th	H	4	—	Y	Y	N
Press	SF	E	2,408	8	C	W-Th	H	4	—	Y	Y	N
San Bernardino Sun	GT	M	2,400	8	C	Th	H	4	Other	Y	Y	Y
Ontario Daily Report	WD	E	2,408	8	C	W	H	4	—	N	Y	N
Palm Springs Desert Sun	BN	E	2,408	8	—	W	—	4	—	N	Y	N
Victor Valley Press	WD	E	2,408	8	—	W	H	3	—	N	Y	N
Indio News	BN	E	2,400	8	—	W	HS	4	—	Y	Y	—
—Los Angeles Times	LT-LC	M	2,400	8	C	Th	H	2	Own	Y	Y	N
Other newspapers												
Barstow Desert Dispatch (S)	—	E	2,408	8	—	W	—	3	—	N	Y	N

29. PHOENIX—452,600 hslds. (0.6% of U.S.)

ADI: Phoenix (33)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Phoenix Arizona Republic, Gazette	SK	ME	2,709	9	C	W	HS	4	—	N	N	Y
Republic	SK	M	2,709	9	C	W	HS	4	—	N	N	Y
Gazette	SK	E	2,709	9	C	W	HS	4	—	N	N	Y
Mesa Tribune	BN	E	2,352	8	—	T	HS	4	—	Y	Y	—
Scottsdale Daily Progress	BN	E	2,352	8	B	T-W	HS	4	Other	N	Y	N
Sun City News-Sun	BN	E	2,352	8	—	T-W	H	4	—	N	N	N
Other newspapers												
Tempe Daily News (S)	BN	E	2,352	8	—	T-W	H	4	—	Y	N	N

30. BUFFALO—446,900 hslds. (0.6% of U.S.)

ADI: Buffalo (28)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Buffalo News	SK	E	2,464	8	B	T	H	4	Belden	Y	N	N
Buffalo Courier-Express	CW	M	2,464	8	A	T	HS	4	Other	Y	N	Y
Niagara Falls Gazette	—	E	2,464	8	—	T	H	—	—	Y	N	N
Tonawanda News	LA-US	E	2,408	8	C	T	H	4	—	N	N	Y
Lockport Union Sun & Journal	LA	E	2,408	8	A	T	H	4	Own	Y	Y	N

31. PORTLAND, OR—427,600 hslds. (0.6% of U.S.)

ADI: Portland, OR (21)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Portland Oregonian, Journal	NN	ME	2,709	9	C	W	H	4	—	Y	N	Y
Oregonian	NN	M	2,709	9	C	W	H	4	—	Y	N	Y
Journal	NN	E	2,709	9	C	W	H	4	—	Y	N	Y
Vancouver Columbian	—	E	1,806	6	F	T	H	4	GMA	Y	Y	Y

PORTLAND CONTINUED

Other newspapers

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Oregon City Enterprise Courier (V)	US	M	2,408	8	—	W	H	4	—	Y	Y	N

32. SAN JOSE—420,900 hslds. (0.6% of U.S.)

ADI: San Francisco (5)

ABC audited newspapers

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
San Jose Mercury, News	KR	ME	2,408	8	C	W	—	4	Belden	Y	Y	Y
Mercury	KR	M	2,408	8	C	W	—	4	Belden	Y	Y	Y
News	KR	E	2,408	8	C	W	—	4	Belden	Y	Y	Y
Palo Alto Peninsula Times Tribune[1]	CW	E	2,408	8	B	T	H	4	Yankelovich	N	Y	N

33. INDIANAPOLIS—398,700 hslds. (0.5% of U.S.)

ADI: Indianapolis (19)

ABC audited newspapers

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Indianapolis Star, News	MN	ME	2,808	9	—	W	HS	4	Belden	N	Y	N
Star	MN	M	2,808	9	—	W	HS	4	Belden	N	Y	N
News	MN	E	2,808	9	—	W	HS	4	Belden	N	Y	N
Franklin Daily Journal	LA	E	2,408	8	—	W	HS	4	—	N	N	N
Shelbyville News	LA-US	E	1,827	6	D	W-Sa-S	H	4	Other	Y	Y	N
Martinsville Reporter	US	E	2,408	8	—	W	H	4	—	—	—	—
Greenfield Daily Reporter	LA	E	2,408	8	A	W	H	4	—	N	N	Y

Other newspapers

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Lebanon Reporter (V)	US	E	2,352	8	—	W	—	4	—	—	—	—

34. NEW ORLEANS—384,400 hslds. (0.5% of U.S.)

ADI: New Orleans (36)

ABC audited newspapers

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
New Orleans Times Picayune, States-Item	NN	ME	2,700	9	C	Th	H	4	Belden	N	N	N
Times-Picayune	NN	M	2,700	9	C	Th	H	4	Belden	N	N	N
States-Item	NN	E	2,700	9	C	Th	H	4	Belden	N	N	N
Slidell Daily Sentry News	—	M	2,408	8	—	Th	HS	4	—	Y	Y	N

35. COLUMBUS, OH—373,100 hslds. (0.5% of U.S.)

ADI: Columbus, OH (32)

ABC audited newspapers

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Columbus Citizen-Journal, Dispatch	CW	ME	2,835	9	C	W-Th	HS	4	Belden	Y	Y	N
Citizen-Journal	CW	M	2,835	9	C	W-Th	HS	4	Belden	Y	Y	N
Dispatch	CW	E	2,835	9	C	W-Th	HS	4	Belden	Y	Y	N
Lancaster Eagle-Gazette	TN	E	2,408	8	—	M-W	H	3	—	N	Y	N

Other newspapers

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Circleville Herald (S)	OS	E	1,806	6	—	M	H	4	—	N	N	N
Delaware Gazette (S)	OS-AR	E	1,806	6	—	M	HS	4	—	N	Y	N
Madison Press (S)	AN-OS	E	2,408	8	—	M	HS	4	—	N	Y	N

36. FORT LAUDERDALE-HOLLYWOOD—364,200 hslds. (0.5% of U.S.)

ADI: Miami (15)

ABC audited newspapers

	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Ft. Lauderdale Sun-Sentinel, News[2]	CW-PF	ME	1,890	6	F	W-Th	H	4	Other	Y	N	Y
Sun-Sentinel[2]	CW-PF	M	1,890	6	F	W-Th	H	4	Other	Y	N	Y
News	CW-PF	E	1,890	6	F	W-Th	H	4	Other	Y	N	Y
Hollywood Sun Tattler	SK-PF	E	2,835	9	C	W	H	4	—	Y	N	Y
—Miami Herald, News	KR-PF	ME	1,890	6	F	Th	HS	4	3 Sigma	Y	Y	Y

[1] Redwood City Tribune and Palo Alto Times merged in April, 1979 to become Palo Alto Peninsula Times Tribune.

[2] Ft. Lauderdale Sun-Sentinel was formerly the Pompano Beach Sun-Sentinel.

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
37.	**HARTFORD-NEW BRITAIN-BRISTOL**—361,800 hslds. (0.5% of U.S.)												
	ADI: Hartford-New Haven (23)												
	ABC audited newspapers												
	Hartford Courant	MN	M	2,700	9	C	W-S	H	4	Belden	N	N	Y
	New Britain Herald	LA	E	2,408	8	A	W	HS	4	—	N	N	N
	Middletown Press	LA	E	1,764	6	—	W	H	4	—	Y	Y	N
	Bristol Press	LA	E	1,806	6	C	W	H	4	Own	N	Y	N
	Manchester Journal Inquirer	LA	E	1,176	6	T	W	HS	4	—	N	N	N
38.	**SACRAMENTO**—334,800 hslds. (0.4% of U.S.)												
	ADI: Sacramento-Stockton (24), Reno (148)												
	ABC audited newspapers												
	Sacramento Bee	CW	M	2,700	9	C	W	H	4	Belden	Y	Y	Y
	Sacramento Union	BN	M	2,745	9	—	—	H	4	Yankelovich	N	N	Y
	Woodland Democrat	WD	E	2,646	9	—	W	H	4	—	N	Y	N
	Roseville Press-Tribune	US	E	2,408	8	—	T-W	H	4	—	—	—	—
	—San Francisco Examiner, Chronicle	SF	ME	2,408	8	C	W	H	4	Scarborough	N	N	Y
	Other newspapers												
	Davis Enterprise (S)	—	E	2,352	8	—	W	—	4	—	Y	Y	N
39.	**ROCHESTER, NY**—328,500 hslds. (0.4% of U.S.)												
	ADI: Buffalo (28), Rochester, NY (69)												
	ABC audited newspapers												
	Rochester Democrat & Chronicle, Times Union	GT	ME	2,700	9	C	T-W	HS	4	Belden	Y	N	N
	Democrat & Chronicle	GT	M	2,700	9	C	W	HS	4	Belden	Y	N	N
	Times-Union	GT	E	2,700	9	C	T	HS	4	Belden	Y	N	N
	Geneva Finger Lakes Times	—	E	1,764	6	E	T	—	2	—	N	Y	N
	Other newspapers												
	Medina Daily Journal-Register (S)	LA	E	2,352	8	—	T	H	3	—	N	—	N
40.	**SAN ANTONIO**—325,400 hslds. (0.4% of U.S.)												
	ADI: San Antonio (49)												
	ABC audited newspapers												
	San Antonio Express, News	BN	ME	2,709	9	—	Th	H	4	Other	N	N	N
	Express	BN	M	2,709	9	—	Th	H	4	Other	N	N	N
	News	BN	E	2,709	9	—	Th	H	4	Other	N	N	N
	San Antonio Light	HS	E	2,709	9	C	Th	HS	4	Belden	N	N	Y
41.	**LOUISVILLE**—304,100 hslds. (0.4% of U.S.)												
	ADI: Louisville (43)												
	ABC audited newspapers												
	Louisville Courier-Journal, Times	—	ME	1,800	6	—	W	HS	3	Belden	Y	Y	N
	Courier-Journal	—	M	1,800	6	—	W	HS	3	Belden	Y	Y	N
	Times	—	E	1,800	6	—	W	HS	3	Belden	Y	Y	N
	New Albany Tribune	TN	E	2,408	8	B	W	H	4	—	—	Y	—
42.	**PROVIDENCE-WARWICK-PAWTUCKET**—298,400 hslds. (0.4% of U.S.)												
	ADI: Providence (31)												
	ABC audited newspapers												
	Providence Journal, Bulletin	CW	ME	2,700	9	C	W	HS	2	—	N	N	N
	Journal	CW	M	2,700	9	C	W	HS	2	—	N	N	N
	Bulletin	CW	E	2,700	9	C	W	HS	2	—	N	N	N

PROVIDENCE CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Pawtucket Times	LA	E	2,709	9	C	W	H	4	—	N	Y	Y
Woonsocket Call	LA	E	2,700	9	C	W	H	4	—	N	N	N
Westerly Sun	LA	E	2,408	8	A	W-S	H	4	—	N	N	N

43. MEMPHIS—290,800 hslds. (0.4% of U.S.)

ADI: Memphis (34)

ABC audited newspapers												
Memphis Commercial Appeal, Press-Scimitar	SK	ME	2,835	9	C	W	H	4	Belden	Y	N	N
Commercial Appeal	SK	M	2,835	9	C	W	H	4	Belden	Y	N	N
Press-Scimitar	SK	E	2,835	9	C	W	H	4	Belden	Y	N	N
West Memphis Evening Times	AD	E	2,709	9	B	W	HS	4	Own	Y	Y	N

44. OKLAHOMA CITY—286,000 hslds. (0.4% of U.S.)

ADI: Oklahoma City (38)

ABC audited newspapers												
Oklahoma City Oklahoman, Times	SF	ME	2,709	9	C	Th	HS	4	3 Sigma	Y	Y	Y
Oklahoman	SF	M	2,709	9	C	Th	HS	4	3 Sigma	Y	Y	Y
Times	SF	E	2,709	9	C	Th	HS	4	3 Sigma	Y	Y	Y
Oklahoma City Journal	LA-US	M	2,408	8	B	Th	H	4	Other	Y	Y	N
Norman Transcript	LA	E	2,408	8	A	Th	H	4	—	N	Y	N
Shawnee News-Star	SD	M	1,806	6	—	Th	H	4	Other	N	Y	N
Other newspapers												
Edmond Evening Sun (V)	US	E	2,352	8	—	W	—	4	—	—	—	—

45. DAYTON—285,700 hslds. (0.4% of U.S.)

ADI: Dayton (47)

ABC audited newspapers												
Dayton Journal Herald, News	SF	ME	2,835	9	C	W	H	4	Belden	Y	Y	Y
Journal Herald	SF	M	2,835	9	C	W	H	4	Belden	Y	Y	Y
News	SF	E	2,835	9	C	W	H	4	Belden	Y	Y	Y
Xenia Gazette	LA-TN	E	2,464	8	A	T	H	4	Other	Y	Y	N
Troy News	—	E	2,709	9	—	T-W	S	4	—	Y	Y	N
Piqua Daily Call	TN	E	2,408	8	—	T	HS	4	—	N	Y	N
Fairborn Daily Herald	US	E	1,806	6	—	T-W	H	4	Other	N	Y	N

46. BIRMINGHAM—282,800 hslds. (0.4% of U.S.)

ADI: Birmingham (51)

ABC audited newspapers												
Birmingham Post-Herald, News	NN	ME	2,772	9	C	W	HS	4	Belden	Y	N	Y
Post-Herald	NN	M	2,772	9	C	W	HS	4	Belden	Y	N	Y
News	NN	E	2,772	9	C	W	HS	4	Belden	Y	N	Y
Other newspapers												
Jasper Daily Mountain Eagle (S)	LA	E	2,408	8	C	M-W	H	4	—	N	N	N

47. ALBANY-SCHENECTADY-TROY—281,000 hslds. (0.4% of U.S.)

ADI: Albany-Schenectady-Troy (45)

ABC audited newspapers												
Albany Times-Union, Knickerbocker News	HS	ME	2,709	9	C	T-W	HS	4	Belden	N	Y	N
Times-Union	HS	M	2,709	9	C	W	HS	4	Belden	N	Y	N
Knickerbocker News	HS	E	2,709	9	C	T	HS	4	Belden	N	Y	N
Schenectady Gazette	CW	M	2,464	8	A	T	—	4	—	N	N	N
Troy Times Record	—	E	2,464	8	B	W	HS	4	Magid	N	N	N
Amsterdam Recorder	LA	E	2,408	8	B	M-W-Th	—	4	—	N	Y	N
Saratoga Springs Saratogian	GT	E	1,806	6	F	M	HS	4	—	Y	Y	N
—New York Daily News	NY-WA-CW	M	1,200	6	—	W-S	—	4	—	Y	N	Y

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
48.	**BRIDGEPORT-STAMFORD-NORWALK-DANBURY**—272,200 hslds. (0.4% of U.S.)												
	ADI: New York (1)												
	ABC audited newspapers												
	Bridgeport Telegram, Post	LA	ME	2,556	9	B	W	H	4	MOR	N	N	N
	Telegram	LA	M	2,556	9	B	W	H	4	MOR	N	N	N
	Post	LA	E	2,556	9	B	W	H	4	MOR	N	N	N
	Danbury News-Times	BN	E	1,800	6	—	W	H	4	RMH	N	Y	N
	Norwalk Hour	LA	E	1,806	6	E	W	—	1	—	N	N	N
	—New York Times	NT	M	2,700	9	—	W	—	2	Own	N	Y	Y
	—New York Daily News	NY-WA-CW	M	1,200	6	—	W-S	—	4	—	Y	N	Y
	Other newspapers												
	Stamford Advocate (S)[1]	LA	E	1,785	6	E	T-W	—	1	RMH	N	N	Y
49.	**NASHVILLE-DAVIDSON**—271,700 hslds. (0.4% of U.S.)												
	ADI: Nashville (30)												
	ABC audited newspapers												
	Nashville Banner[2]	GT	E	2,700	9	C	W	H	4	—	Y	Y	Y
	Murfreesboro Daily News Journal	LA	E	1,806	6	A	W	H	4	Barbour	N	N	N
	Other newspapers												
	Nashville Tennessean (S)[2]	GT	M	2,700	9	C	W-Th	H	4	—	Y	Y	Y
	Lebanon Democrat & Wilson County News (S)	LA	E	2,408	8	—	W	HS	4	—	Y	N	N
50.	**GREENSBORO-WINSTON-SALEM-HIGH POINT**—269,900 hslds. (0.4% of U.S.)												
	ADI: Greensboro-Winston Salem-High Point (54)												
	ABC audited newspapers												
	Winston-Salem Journal, Sentinel	SF	ME	2,496	8	A	W-Th	HS	4	Belden	N	N	N
	Journal	SF	M	2,496	8	A	Th	HS	4	Belden	N	N	N
	Sentinel	SF	E	2,496	8	A	W	HS	4	Belden	N	N	N
	Greensboro News, Record	BN	ME	2,709	9	C	Th	H	4	Other	Y	N	N
	News	BN	M	2,709	9	C	Th	H	4	Other	Y	N	N
	Record	BN	E	2,709	9	C	Th	H	4	Other	Y	N	N
	High Point Enterprise	LA-SF	E	2,408	8	B	W	H	4	Other	Y	N	Y
	Asheboro Courier-Tribune	LA	E	2,408	8	—	W	H	4	—	N	N	N
	Lexington Dispatch	LA-SF	E	2,408	8	—	W	H	4	—	—	—	—
	Thomasville Times	LA-SF	M	2,408	8	B	Th	H	4	Other	Y	N	Y
51.	**TOLEDO**—268,900 hslds. (0.4% of U.S.)												
	ADI: Detroit (7), Toledo (59)												
	ABC audited newspapers												
	Toledo Blade	—	E	2,772	9	C	T	HS	4	—	N	N	Y
	Monroe Evening News	—	E	2,352	8	B	T-W	H	3	—	N	N	N
	Bowling Green Daily Sentinel-Tribune	AN	E	2,352	8	—	T	H	4	—	N	N	N
	Port Clinton News Herald	—	E	2,408	8	C	T-W	HS	4	—	N	N	N
52.	**SALT LAKE CITY-OGDEN**—266,400 hslds. (0.4% of U.S.)												
	ADI: Salt Lake City (46)												
	ABC audited newspapers												
	Salt Lake Tribune, Deseret News	—	ME	2,709	9	C	W-Th	HS	4	—	Y	Y	Y
	Tribune	—	M	2,709	9	C	Th	HS	4	—	Y	Y	Y
	Deseret News	—	E	2,709	9	C	W	HS	4	—	Y	Y	Y
	Ogden Standard Examiner	CW	E	2,709	9	C	W	H	4	—	N	N	N

[1] Now an ABC-audited newspaper.

[2] Nashville Banner and Tennessean are sold in combination. The Tennessean will be ABC-audited in the Fall of 1980.

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
53.	**NEW HAVEN-WEST HAVEN-WATERBURY-MERIDEN**—263,800 hslds. (0.3% of U.S.)												
	ADI: Hartford-New Haven (23)												
	ABC audited newspapers												
	New Haven Journal-Courier & Register	SF	ME	2,673	9	C	W-Th	H	4	—	N	N	N
	Journal-Courier	SF	M	2,673	9	C	Th	H	4	—	N	N	N
	Register	SF	E	2,673	9	C	W	H	4	—	N	N	N
	Waterbury Republican, American	CW	ME	1,806	6	F	W	H	4	3 Sigma	N	N	N
	Republican	CW	M	1,806	6	F	W	H	4	3 Sigma	N	N	N
	American	CW	E	1,806	6	F	W	H	4	3 Sigma	N	N	N
	Meriden Morning Record-Journal	LA	M	2,709	9	C	M-W-Sa	H	4	—	N	N	N
	Ansonia Sentinel	TN	E	2,408	8	B	W	H	3	—	Y	Y	N
	Milford Citizen	LA-US	E	2,352	8	—	W	H	2	—	N	Y	N
	Naugatuck News	LA	E	2,408	8	—	W	H	2	—	N	N	Y
	—New York Daily News	NY-WA-CW	M	1,200	6	—	W-S	—	4	—	Y	N	Y
54.	**NORFOLK-VIRGINIA BEACH-PORTSMOUTH**—243,900 hslds. (0.3% of U.S.)												
	ADI: Norfolk-Portsmth-Newport News-Hampton (50)												
	ABC audited newspapers												
	Norfolk Virginian-Pilot, Ledger-Star	—	ME	2,727	9	C	W-Th	HS	4	Own	Y	Y	Y
	Virginian-Pilot	—	M	2,727	9	C	Th	HS	4	Own	Y	Y	Y
	Ledger-Star	—	E	2,727	9	C	W	HS	4	Own	Y	Y	Y
	Suffolk News-Herald	—	E	2,408	8	—	W	HS	3	—	Y	N	N
55.	**JACKSONVILLE**—237,000 hslds. (0.3% of U.S.)												
	ADI: Jacksonville (68)												
	ABC audited newspapers												
	Jacksonville Florida Times-Union, Journal	BN-PF	ME	2,408	8	B	W-Th	HS	4	Belden	Y	Y	N
	Florida Times-Union	BN-PF	M	2,408	8	B	Th	HS	4	Belden	Y	Y	N
	Journal	BN-PF	E	2,408	8	B	W	HS	4	Belden	Y	Y	N
	St. Augustine Record	—	E	2,408	8	C	W	HS	4	—	N	N	N
	Other newspapers												
	Orange Park Clay Today (S)	—	E	2,408	8	—	W-Th	H	4	—	N	Y	N
56.	**HONOLULU**—231,500 hslds. (0.3% of U.S.)												
	ADI: Unclassified (213)												
	ABC audited newspapers												
	Honolulu Advertiser, Star-Bulletin	GT	ME	2,485	9	—	W	—	—	—	—	—	—
	Advertiser	GT	M	2,485	9	—	W	—	—	—	—	—	—
	Star-Bulletin	GT	E	2,485	9	—	W	—	—	—	—	—	—
57.	**NORTHEAST PENNSYLVANIA**—229,200 hslds. (0.3% of U.S.)												
	ADI: Wilkes Barre-Scranton (40)												
	ABC audited newspapers												
	Wilkes-Barre Times Leader[1]	SK	AD	2,408	8	—	T	HS	4	—	Y	Y	N
	Scranton Times	SF	E	2,400	8	A	T-W	HS	4	Yankelovich	Y	Y	N
	Scranton Tribune	LA	M	2,400	8	—	W	HS	4	—	Y	N	N
	Hazleton Standard-Speaker	LA	AD	2,709	9	C	W	—	4	—	N	N	N
	Stroudsburg Pocono Record	BN	M	2,352	8	—	M-W-Th	HS	4	—	Y	Y	—
	Other newspapers												
	Wilkes-Barre Citizens' Voice (S)[2]	—	M	1,176	6	—	T	—	3	—	Y	N	N

[1] Temporarily suspended from ABC.

[2] ABC-audited since December, 1979.

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
58. TULSA—227,500 hslds. (0.3% of U.S.) ADI: Tulsa (52)												
ABC audited newspapers												
Tulsa World, Tribune	BN	ME	1,806	6	E	Th	H	4	Belden	N	N	Y
World	BN	M	1,806	6	E	Th	H	4	Belden	N	N	Y
Tribune	BN	E	1,806	6	E	Th	H	4	Belden	N	N	Y
Other newspapers												
Sapulpa Daily Herald (S)	SD	E	2,408	8	—	W	—	4	—	N	Y	N
Pryor Daily Times (S)	LA	E	2,352	8	—	W	—	3	—	N	Y	N
59. ALLENTOWN-BETHLEHEM-EASTON—225,200 hslds. (0.3% of U.S.) ADI: Philadelphia (4), Wilkes Barre-Scranton (40)												
ABC audited newspapers												
Allentown Call, Chronicle	SK	ME	1,800	6	E	W-S	HS	4	Belden	N	N	Y
Call	SK	M	1,800	6	E	W-S	HS	4	Belden	N	N	Y
Chronicle	SK	E	1,800	6	E	W-S	HS	4	Belden	N	N	Y
Easton Wilson Express	SK	E	2,709	9	C	W-S	H	4	Yankelovich	N	N	N
Bethlehem Globe-Times	LA	E	2,384	8	A	T	H	4	—	N	N	N
60. AKRON—223,600 hslds. (0.3% of U.S.) ADI: Cleveland (9)												
ABC audited newspapers												
Akron Beacon Journal	KR	E	1,890	6	F	W	HS	4	Bardsley	Y	Y	Y
Kent-Ravenna Record-Courier	LA	E	2,709	9	—	—	H	4	—	N	Y	N
—Cleveland Plain Dealer	NN	M	2,700	9	C	W	H	4	Scarborough	Y	N	Y
61. SYRACUSE—218,000 hslds. (0.3% of U.S.) ADI: Syracuse (63)												
ABC audited newspapers												
Syracuse Post Standard, Herald-Journal	NN	ME	2,729	9	C	T-W	HS	4	Belden	N	N	N
Post Standard	NN	M	2,729	9	C	T-W	HS	4	Belden	N	N	N
Herald-Journal	NN	E	2,729	9	C	T-W	HS	4	Belden	N	N	N
Oswego Palladium-Times	TN	E	2,408	8	B	T	H	4	—	N	Y	N
Other newspapers												
Oneida Daily Dispatch (S)	LA	E	2,408	8	—	T	H	3	—	N	Y	N
62. WORCESTER-FITCHBURG-LEOMINSTER—217,800 hslds. (0.3% of U.S.) ADI: Boston (6)												
ABC audited newspapers												
Worcester Telegram, Gazette	CW	ME	2,709	9	C	W	H	4	Yankelovich	N	N	Y
Telegram	CW	M	2,709	9	C	W	H	4	Yankelovich	N	N	Y
Gazette	CW	E	2,709	9	C	W	H	4	Yankelovich	N	N	Y
Fitchburg-Leominster Sentinel & Enterprise	TN	E	2,408	8	B	W	H	4	—	N	Y	Y
Milford Daily News	LA	E	2,709	9	B	W	H	4	—	Y	Y	N
Other newspapers												
Gardner News (S)[1]	LA	E	2,408	8	A	M-T-W	H	4	—	N	N	N
Athol Daily News (S)	—	E	2,360	8	—	M-W	H	4	—	N	N	N
Clinton Daily Item (S)	LA	E	2,352	8	—	W	HS	3	—	N	Y	N
63. ORLANDO—216,000 hslds. (0.3% of U.S.) ADI: Orlando-Daytona Beach (41)												
ABC audited newspapers												
Orlando Sentinel Star	CW-PF	AD	2,408	8	—	Th-S	H	4	Belden	Y	N	Y

[1] Now an ABC audited newspaper.

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
64.	**GARY-HAMMOND-EAST CHICAGO**—209,900 hslds. (0.3% of U.S.) ADI: Chicago (3)												
	ABC audited newspapers												
	Gary Post Tribune	KR	E	2,790	9	C	W	HS	4	Belden	Y	—	—
	Hammond Times	KR	E	2,790	9	B	W-Th	HS	4	—	Y	Y	Y
	—Chicago Tribune	CT-WA	AD	2,790	9	C	Th	HS	4	—	Y	Y	Y
	—Chicago Sun Sunday Times	CS	ME	1,200	6	—	Th	H	4	3 Sigma	Y	Y	Y
	Other newspapers												
	Valparaiso Vidette-Messenger (S)	LA	E	2,709	9	C	W-Sa	H	4	RMH	N	N	Y
65.	**JERSEY CITY**—209,200 hslds. (0.3% of U.S.) ADI: New York (1)												
	ABC audited newspapers												
	Jersey City Journal	NN	E	2,835	9	C	W	HS	4	3 Sigma	N	N	Y
	Union City Dispatch	LA	M	2,700	9	C	W	HS	4	RMH	Y	N	N
66.	**RICHMOND**—208,800 hslds. (0.3% of U.S.) ADI: Richmond (56)												
	ABC audited newspapers												
	Richmond Times-Dispatch, News-Leader	SF	ME	2,400	8	A	W-Th	HS	4	Belden	Y	Y	Y
	Times-Dispatch	SF	M	2,400	8	A	Th	HS	4	Belden	Y	Y	Y
	News-Leader	SF	E	2,400	8	A	W	HS	4	Belden	Y	Y	Y
67.	**CHARLOTTE-GASTONIA**—205,600 hslds. (0.3% of U.S.) ADI: Charlotte (35)												
	ABC audited newspapers												
	Charlotte Observer, News	KR	ME	1,890	6	F	Th	HS	4	3 Sigma	N	Y	Y
	Observer	KR	M	1,890	6	F	Th	HS	4	3 Sigma	N	Y	Y
	News	KR	E	1,890	6	F	Th	HS	4	3 Sigma	N	Y	Y
	Gastonia Gazette	LA	E	1,848	6	F	W	H	4	—	N	Y	N
	Monroe Enquirer-Journal	LA	E	1,806	6	—	M-W	HS	4	RMH	N	Y	N
68.	**OMAHA**—202,400 hslds. (0.3% of U.S.) ADI: Omaha (65)												
	ABC audited newspapers												
	Omaha World-Herald	CW	ME	2,408	8	A	W	HS	4	Other	N	N	Y
	World-Herald	CW	M	2,408	8	A	W	HS	4	Other	N	N	Y
	World-Herald	CW	E	2,408	8	A	W	HS	4	Other	N	N	Y
	Council Bluffs Daily Nonpareil	TN	E	2,408	8	—	W	H	4	—	N	Y	N
69.	**SPRINGFIELD-CHICOPEE-HOLYOKE**—201,600 hslds. (0.3% of U.S.) ADI: Springfield, MA (86)												
	ABC audited newspapers												
	Springfield Union, News	NN	ME	2,727	9	C	W	HS	4	—	N	N	N
	Union	NN	M	2,727	9	C	W	HS	4	—	N	N	N
	News	NN	E	2,727	9	C	W	HS	4	—	N	N	N
	Holyoke Transcript-Telegram	LA	E	2,408	8	A	W	HS	4	MOR	Y	Y	Y
	Northampton Hampshire Gazette	LA	E	2,408	8	A	W	—	2	MOR	N	Y	N
70.	**WEST PALM BEACH-BOCA RATON**—194,800 hslds. (0.3% of U.S.) ADI: West Palm Beach (82)												
	ABC audited newspapers												
	West Palm Beach Post, Times	SF-PF	ME	1,890	6	F	Th	H	4	MOR	Y	N	Y
	Post	SF-PF	M	1,890	6	F	Th	H	4	MOR	Y	N	Y
	Times	SF-PF	E	1,890	6	F	Th	H	4	MOR	Y	N	Y

WEST PALM BEACH CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
Boca Raton News	US-KR	E	2,408	8	B	W-S	HS	4	—	Y	Y	—
—Miami Herald, News	KR-PF	ME	1,890	6	F	Th	HS	4	3 Sigma	Y	Y	Y
Other newspapers												
Palm Beach Daily News (S)[1]	SF	M	1,806	6	F	Th	HS	4	Own	N	N	N
71. NEW BRUNSWICK-PERTH AMBOY-SAYREVILLE—189,700 hslds. (0.3% of U.S.)												
ADI: New York (1)												
ABC audited newspapers												
New Brunswick Home News	SK-SF	E	2,772	9	C	W	HS	4	Scarborough	Y	N	N
Perth Amboy Woodbridge News-Tribune	SF	E	2,718	9	C	W	HS	4	Scarborough	Y	Y	N
—Newark Star-Ledger	NN	M	2,835	9	C	W-S	H	4	Scarborough	N	N	Y
—New York Daily News	NY-WA-CW	M	1,200	6	—	W-S	—	4	—	Y	N	Y
—Bridgewater Courier News	GT-SF	E	2,709	9	C	W	H	4	Scarborough	Y	Y	Y
—New York Times	NT	M	2,700	9	—	W	—	2	Own	N	Y	Y
72. GRAND RAPIDS—189,500 hslds. (0.3% of U.S.)												
ADI: Grand Rapids-Kalamazoo-Battle Creek (39)												
ABC audited newspapers												
Grand Rapids Press	NN	E	1,848	6	E	M-T-W	HS	4	MOR	Y	N	Y
Holland Sentinel	BN	E	2,408	8	A	M	HS	4	—	Y	Y	—
Grand Haven Tribune	—	E	2,408	8	C	M	H	4	Other	N	Y	N
—Detroit Free Press	KR	M	2,400	8	A	W	—	4	Scarborough	Y	—	Y
73. GREENVILLE-SPARTANBURG—185,500 hslds. (0.2% of U.S.)												
ADI: Greenville-Spartanburg-Asheville (37)												
ABC audited newspapers												
Greenville News, Piedmont	SF	ME	2,408	8	C	W-Th	H	4	Other	N	N	Y
News	SF	M	2,408	8	C	W-Th	H	4	Other	N	N	Y
Piedmont	SF	E	2,408	8	C	W	H	4	Other	N	N	Y
Spartanburg Herald, Journal	GA	ME	2,709	9	—	Th	H	4	Own	Y	Y	N
Herald	GA	M	2,709	9	—	Th	H	4	Own	Y	Y	N
Journal	GA	E	2,709	9	—	Th	H	4	Own	Y	Y	N
74. YOUNGSTOWN-WARREN—180,000 hslds. (0.2% of U.S.)												
ADI: Youngstown (80)												
ABC audited newspapers												
Youngstown Vindicator	SK	E	2,520	8	B	W	H	4	—	N	N	N
Warren Tribune Chronicle	LA	E	2,464	8	A	W	H	4	MOR	Y	N	N
Niles Daily Times	AN-OS	E	2,408	8	—	W	HS	4	—	N	N	N
—Cleveland Plain Dealer	NN	M	2,700	9	C	W	H	4	Scarborough	Y	N	Y
75. WILMINGTON, DE—172,000 hslds. (0.2% of U.S.)												
ADI: Philadelphia (4), Baltimore (20)												
ABC audited newspapers												
Wilmington News, Journal	GT	ME	1,800	6	E	W-S	HS	4	MOR	N	N	Y
News	GT	M	1,800	6	E	W-S	HS	4	MOR	N	N	Y
Journal	GT	E	1,800	6	E	W-S	HS	4	MOR	N	N	Y
—Philadelphia Inquirer, News	KR	ME	1,860	6	F	W-S	HS	4	3 Sigma	Y	Y	N
76. AUSTIN, TX—169,400 hslds. (0.2% of U.S.)												
ADI: Austin, TX (92)												
ABC audited newspapers												
Austin American Statesman	CW	ME	2,709	9	—	Th	HS	4	—	N	Y	N
American-Statesman	CW	M	2,709	9	—	Th	HS	4	—	N	Y	N
American-Statesman	CW	E	2,709	9	—	Th	HS	4	—	N	Y	N

[1] Published daily October through May. Published Thursday and Sunday only from June through September.

AUSTIN CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
Taylor Press	TP	E	2,408	8	—	W	HS	4	—	Y	Y	—
San Marcos Daily Record	—	E	1,855	8	—	W-S	—	4	—	—	—	N
Other newspapers												
Austin Citizen (S)	—	E	2,400	8	C	W	H	4	Own	N	N	Y

77. FLINT—167,500 hslds. (0.2% of U.S.)

ADI: Flint-Saginaw-Bay City (57)

ABC audited newspapers	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
Flint Journal	—	E	1,848	6	E	T-W	HS	4	MOR	Y	N	Y
Owosso Argus-Press	LA	E	2,408	8	A	T	H	4	—	N	N	N
—Detroit Free Press	KR	M	2,400	8	A	W	—	4	Scarborough	Y	—	Y

78. TUCSON—166,800 hslds. (0.2% of U.S.)

ADI: Tucson (91)

ABC audited newspapers	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
Tucson Star, Citizen	GT	ME	2,709	9	C	W	H	4	—	N	N	N
Star	GT	M	2,709	9	C	W	H	4	—	N	N	N
Citizen	GT	E	2,709	9	C	W	H	4	—	N	N	N

79. RALEIGH-DURHAM—166,100 hslds. (0.2% of U.S.)

ADI: Raleigh-Durham (44)

ABC audited newspapers	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
Raleigh News and Observer, Times	BN	ME	2,520	8	B	Th	H	4	Belden	Y	N	Y
News and Observer	BN	M	2,520	8	B	Th	H	4	Belden	Y	N	Y
Times	BN	E	2,520	8	B	Th	H	4	Belden	Y	N	Y
Durham Herald, Sun	BN	ME	2,496	8	B	W-Th	H	4	Other	N	N	Y
Herald	BN	M	2,496	8	B	Th	H	4	Other	N	N	Y
Sun	BN	E	2,496	8	B	W	H	4	Other	N	N	Y
Other newspapers												
Chapel Hill Newspaper (S)	LA	E	1,784	6	—	—	H	4	—	N	Y	N

80. LONG BRANCH-ASBURY PARK—165,500 hslds. (0.2% of U.S.)

ADI: New York (1)

ABC audited newspapers	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
Asbury Park Press	SF	E	2,709	9	C	W	H	4	Belden	N	N	Y
Red Bank Register	LA	E	2,408	8	B	W-S	H	4	Other	N	Y	N
—Newark Star-Ledger	NN	M	2,835	9	C	W-S	H	4	Scarborough	N	N	Y
—New York Daily News	NY-WA-CW	M	1,200	6	—	W-S	—	4	—	Y	N	Y
—New York Times	NT	M	2,700	9	—	W	—	2	Own	N	Y	Y

81. NEW BEDFORD-FALL RIVER—165,100 hslds. (0.2% of U.S.)

ADI: Providence (31)

ABC audited newspapers	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
New Bedford Standard-Times	BN	E	1,806	6	E	W	HS	4	—	N	N	N
Fall River Herald News	LA	E	2,368	8	B	W	H	2	—	N	N	N
Attleboro Sun Chronicle	LA	E	2,384	8	—	W	H	4	—	N	Y	N
Taunton Gazette	TN	E	2,380	8	B	W	HS	3	—	N	Y	N
Hattiesburg American	LA	E	1,806	6	—	W	H	4	—	N	Y	Y
—Providence Journal, Bulletin	CW	ME	2,700	9	C	W	HS	2	—	N	N	N
—Boston Herald American	HS	M	2,700	9	C	W	HS	4	Other	Y	N	Y
Other newspapers												
Lebanon Daily Record (S)	MP	E	2,352	8	—	W	HS	4	—	N	N	N

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
82.	**FRESNO**—164,400 hslds. (0.2% of U.S.)												
	ADI: Fresno (66)												
	ABC audited newspapers												
	Fresno Bee	CW	M	2,700	9	C	W	H	4	Own	Y	Y	Y
83.	**KNOXVILLE**—159,500 hslds. (0.2% of U.S.)												
	ADI: Knoxville (60)												
	ABC audited newspapers												
	Knoxville Journal, News-Sentinel	SK	ME	2,835	9	C	M-W-Th	H	4	—	N	N	N
	Journal	SK	M	2,835	9	C	M-Th	H	4	—	N	N	N
	News-Sentinel	SK	E	2,835	9	C	M-W	H	4	—	N	N	N
	Maryville-Alcoa Times	LA	E	1,806	6	—	—	H	4	—	—	—	—
	Oak Ridge Oak Ridger	LA	E	2,408	8	—	W	H	—	—	—	—	—
84.	**PATERSON-CLIFTON-PASSAIC**—157,000 hslds. (0.2% of U.S.)												
	ADI: New York (1)												
	ABC audited newspapers												
	Paterson News	LA	ME	2,700	9	C	W	H	4	—	N	N	N
	News	LA	M	2,700	9	C	W	H	4	—	N	N	N
	News	LA	E	2,700	9	C	W	H	4	—	N	N	N
	Passaic-Clifton Herald-News	DN	E	2,700	9	C	W	HS	4	Chilton	Y	N	Y
	—New York Daily News	NY-WA-CW	M	1,200	6	—	W-S	—	4	—	Y	N	Y
	—Newark Star-Ledger	NN	M	2,835	9	C	W-S	H	4	Scarborough	N	N	Y
85.	**HARRISBURG**—154,400 hslds. (0.2% of U.S.)												
	ADI: Harrisburg-York-Lancaster-Lebanon (48)												
	ABC audited newspapers												
	Harrisburg Patriot, News	NN	ME	2,709	9	C	W-Th	H	4	—	N	N	N
	Patriot	NN	M	2,709	9	C	Th	H	4	—	N	N	N
	News	NN	E	2,709	9	C	W-Th	H	4	—	N	N	N
	Carlisle Evening Sentinel	LA	E	2,408	8	—	W	HS	4	—	N	Y	N
86.	**OXNARD-SIMI VALLEY-VENTURA**—153,600 hslds. (0.2% of U.S.)												
	ADI: Los Angeles (2)												
	ABC audited newspapers												
	Ventura County Star-Free Press	WD	E	2,408	8	B	W	HS	4	—	N	N	N
	Oxnard Press Courier	LA-TN	E	2,408	8	A	W	HS	4	—	N	Y	N
	Thousand Oaks News Chronicle	WD	E	2,408	8	C	W	H	4	—	N	Y	N
	Camarillo Daily News	—	M	2,408	8	—	M-Th	H	4	Other	N	Y	N
	—Los Angeles Times	LT-LC	M	2,400	8	C	Th	H	2	Own	Y	Y	N
	Other newspapers												
	Simi Valley Enterprise (S)[1]	—	E	2,408	8	—	W	HS	4	Other	Y	Y	Y
87.	**LANSING-EAST LANSING**—146,800 hslds. (0.2% of U.S.)												
	ADI: Grand Rapids-Kalamazoo-Battle Creek (39), Lansing (97)												
	ABC audited newspapers												
	Lansing State Journal	GT	E	2,808	9	C	Th	HS	4	—	N	N	Y
	—Detroit Free Press	KR	M	2,400	8	A	W	—	4	Scarborough	Y	—	Y

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[1] ABC audit pending.

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
88.	**JOHNSON CITY-KINGSPORT-BRISTOL—142,600 hslds. (0.2% of U.S.)**												
	ADI: Bristol-Kingsport-Johnson City (84)												
	ABC audited newspapers												
	Kingsport News, Times	—	ME	2,520	8	A	W-Th-S	H	4	—	Y	N	N
	News	—	M	2,520	8	A	W-Th-S	H	4	—	Y	N	N
	Times	—	E	2,520	8	A	W-Th-S	H	4	—	Y	N	N
	Bristol Herald-Courier, Virginia-Tennessean	BN	ME	2,408	8	A	Th	HS	4	—	Y	Y	—
	Herald-Courier	BN	M	2,408	8	A	Th	HS	4	—	Y	Y	—
	Virginia-Tennessean	BN	E	2,408	8	A	Th	HS	4	—	Y	Y	—
	Johnson City Press-Chronicle	BN	ME	2,408	8	A	W-Th	H	4	—	N	N	N
	Press-Chronicle	BN	M	2,408	8	A	Th	H	4	—	N	N	N
	Press-Chronicle	BN	E	2,408	8	A	W	H	4	—	N	N	N
	Other newspapers												
	Elizabethton Star (S)	GA	E	2,408	8	A	W	HS	4	—	N	Y	N
89.	**TACOMA—142,200 hslds. (0.2% of U.S.)**												
	ADI: Seattle-Tacoma (18)												
	ABC audited newspapers												
	Tacoma News Tribune	SF	E	2,709	9	C	W	H	4	GMA	N	N	Y
	—Seattle Post-Intelligencer	HS	M	2,240	8	—	W	H	4	Belden	Y	N	Y
90.	**CHATTANOOGA—140,800 hslds. (0.2% of U.S.)**												
	ADI: Chattanooga (76)												
	ABC audited newspapers												
	Chattanooga News-Free Press	LA	E	2,400	8	—	W	H	4	—	Y	N	N
	Chattanooga Times	BN	M	2,408	8	A	W-Th	HS	4	—	N	Y	Y
91.	**WICHITA—140,500 hslds. (0.2% of U.S.)**												
	ADI: Wichita-Hutchinson (53)												
	ABC audited newspapers												
	Wichita Eagle, Beacon	KR	ME	1,872	6	E	W-Th	HS	4	Belden	Y	N	Y
	Eagle	KR	M	1,872	6	E	W-Th	HS	4	Belden	Y	N	Y
	Beacon	KR	E	1,872	6	E	W-Th	HS	4	Belden	Y	N	Y
	Other newspapers												
	Augusta Daily Gazette (S)	—	E	2,436	8	—	W	HS	3	—	N	Y	N
92.	**BATON ROUGE—139,200 hslds. (0.2% of U.S.)**												
	ADI: Baton Rouge (98)												
	ABC audited newspapers												
	Baton Rouge Advocate, State-Times	BN	ME	1,788	6	E	Th	H	4	Other	N	N	—
	Advocate	BN	M	1,788	6	E	Th	H	4	Other	N	N	—
	State-Times	BN	E	1,788	6	E	Th	H	4	Other	N	N	—
93.	**MOBILE—138,600 hslds. (0.2% of U.S.)**												
	ADI: Mobile-Pensacola (61)												
	ABC audited newspapers												
	Mobile Register, Press	NN	ME	2,610	9	C	Th	H	4	—	Y	N	Y
	Register	NN	M	2,610	9	C	Th	H	4	—	Y	N	Y
	Press	NN	E	2,610	9	C	Th	H	4	—	Y	N	Y

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
94.	**CANTON**—138,400 hslds. (0.2% of U.S.) ADI: Cleveland (9), Wheeling-Steubenville (112)												
	ABC audited newspapers												
	Canton Repository	CW	E	2,772	9	—	W	H	4	Other	N	Y	N
	Massillon Independent	LA	E	2,408	8	—	W-Th	H	4	—	N	N	N
	Alliance Review	LA	E	2,400	8	—	M-W	H	4	—	N	—	N
	—Akron Beacon Journal	KR	E	1,890	6	F	W	HS	4	Bardsley	Y	Y	Y
	—Cleveland Plain Dealer	NN	M	2,700	9	C	W	H	4	Scarborough	Y	N	Y
95.	**EL PASO**—134,400 hslds. (0.2% of U.S.) ADI: El Paso (103)												
	ABC audited newspapers												
	El Paso Times, Herald-Post	SK-GT	ME	2,835	9	C	Th	HS	4	Belden	N	N	Y
	Times	SK-GT	M	2,835	9	C	Th	HS	4	Belden	N	N	Y
	Herald-Post	SK-GT	E	2,835	9	C	Th	HS	4	Belden	N	N	Y
96.	**LITTLE ROCK-NORTH LITTLE ROCK**—133,200 hslds. (0.2% of U.S.) ADI: Little Rock (55)												
	ABC audited newspapers												
	Little Rock Arkansas Gazette	SF	M	2,424	8	A	W	H	4	—	Y	N	N
	Little Rock Arkansas Democrat[1]	BN	E	2,424	8	A	W	HS	4	—	—	Y	Y
	Other newspapers												
	Benton Courier (S)	—	E	2,709	9	—	W	HS	4	—	N	—	N
97.	**ALBUQUERQUE**—133,000 hslds. (0.2% of U.S.) ADI: Albuquerque (79)												
	ABC audited newspapers												
	Albuquerque Journal, Tribune	BN-SK	ME	2,408	8	B	M-T-Th	H	4	—	N	N	N
	Journal	BN-SK	M	2,408	8	B	M-T-Th	H	4	—	N	N	N
	Tribune	BN-SK	E	2,408	8	B	M-Th	H	4	—	N	N	N
98.	**DAVENPORT-ROCK ISLAND-MOLINE**—132,900 hslds. (0.2% of U.S.) ADI: Davenport-Rock Island-Moline (75)												
	ABC audited newspapers												
	Quad-City Times	BN	AD	2,408	8	C	W	HS	4	Magid	N	N	N
	Moline Dispatch	BN	E	2,408	8	B	—	H	4	—	Y	N	Y
	Rock Island Argus	BN	E	2,408	8	B	W	HS	4	—	N	N	Y
	Kewanee Star-Courier	BN	E	2,408	8	B	W	HS	4	—	Y	Y	—
99.	**LAS VEGAS**—132,000 hslds. (0.2% of U.S.) ADI: Las Vegas (137)												
	ABC audited newspapers												
	Las Vegas Review-Journal	WD	E	2,408	8	A	W	H	4	—	N	N	N
	Las Vegas Sun	LA	M	2,408	8	—	Th	H	4	—	N	Y	N
100.	**PEORIA**—127,900 hslds. (0.2% of U.S.) ADI: Peoria (89)												
	ABC audited newspapers												
	Peoria Journal Star	CW	AD	2,408	8	A	W	HS	4	Belden	N	N	Y
	Pekin Times	BN	E	2,646	9	A	W	HS	4	—	Y	Y	—

[1] Now a morning newspaper.

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
101.	**FORT WAYNE—127,000 hslds. (0.2% of U.S.)** ADI: Ft. Wayne (96)												
	ABC audited newspapers												
	Fort Wayne Journal-Gazette, News-Sentinel	BN	ME	2,790	9	C	T-W	HS	4	Other	Y	N	N
	Journal-Gazette	BN	M	2,790	9	C	W	HS	4	Other	Y	N	N
	News-Sentinel	BN	E	2,790	9	C	T	HS	4	Other	Y	N	N
	Other newspapers												
	Auburn Evening Star (S)	—	E	2,408	8	—	M	H	4	—	N	—	N
	Decatur Daily Democrat (S)	AN	E	2,408	8	—	W	—	4	—	N	N	N
102.	**YORK—125,900 hslds. (0.2% of U.S.)** ADI: Harrisburg-York-Lancaster-Lebanon (48)												
	ABC audited newspapers												
	York Dispatch	CW	E	2,464	8	—	W	—	2	—	Y	—	N
	York Daily Record	LA	M	2,408	8	C	W	HS	4	—	N	N	N
	Hanover Sun	TN	E	2,408	8	B	W	H	4	—	Y	Y	N
	Gettysburg Times	LA	E	2,352	8	—	W-Th	H	2	—	N	N	N
103.	**SHREVEPORT—125,200 hslds. (0.2% of U.S.)** ADI: Shreveport-Texarkana (58)												
	ABC audited newspapers												
	Shreveport Times, Journal	GT	ME	2,709	9	C	Th	H	4	Belden	N	N	Y
	Times	GT	M	2,709	9	C	Th	H	4	Belden	N	N	Y
	Journal	GT	E	2,709	9	C	Th	H	4	Belden	N	N	Y
	Other newspapers												
	Minden Press-Herald (S)	—	E	2,352	8	—	Th	S		—	N	Y	N
104.	**BAKERSFIELD—125,000 hslds. (0.2% of U.S.)** ADI: Los Angeles (2), Bakersfield (151)												
	ABC audited newspapers												
	Bakersfield Californian[1]	SF	E	2,709	9	C	Th	HS	4	—	N	Y	N
	—Los Angeles Times	LT-LC	M	2,400	8	C	Th	H	2	Own	Y	Y	N
105.	**BEAUMONT-PORT ARTHUR-ORANGE—123,800 hslds. (0.2% of U.S.)** ADI: Beaumont-Port Arthur (123)												
	ABC audited newspapers												
	Beaumont Enterprise, Journal	—	ME	2,709	9	C	Th	H	4	—	N	N	N
	Enterprise	—	M	2,709	9	C	Th	H	4	—	N	N	N
	Journal	—	E	2,709	9	C	Th	H	4	—	N	N	N
	Port Arthur News	CW	E	2,709	9	—	W-S	H	4	Belden	Y	Y	N
106.	**DES MOINES—121,500 hslds. (0.2% of U.S.)** ADI: Des Moines (62)												
	ABC audited newspapers												
	Des Moines Register, Tribune	CW	ME	1,878	6	F	W-Th	H	4	Belden	Y	N	Y
	Register	CW	M	1,878	6	F	Th	H	4	Belden	Y	N	Y
	Tribune	CW	E	1,878	6	F	W	H	4	Belden	Y	N	Y

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[1] Now a morning newspaper.

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
107.	**LANCASTER—119,000 hslds. (0.2% of U.S.)**												
	ADI: Harrisburg-York-Lancaster-Lebanon (48)												
	ABC audited newspapers												
	Lancaster Intelligencer-Journal, New Era	—	ME	2,745	9	C	W-Th	H	4	MOR	N	N	N
	Intelligencer-Journal	—	M	2,745	9	C	Th	H	4	MOR	N	N	N
	New Era	—	E	2,745	9	C	W	H	4	MOR	N	N	N
	Other newspapers												
	Columbia News (5)	LA	E	2,408	8	—	W	H	4	—	N	Y	N
108.	**CHARLESTON-NORTH CHARLESTON, SC—117,700 hslds. (0.2% of U.S.)**												
	ADI: Charleston, SC (121)												
	ABC audited newspapers												
	Charleston News and Courier, Post	CW	ME	1,740	6	F	W	H	4	—	N	N	N
	Courier	CW	M	1,740	6	F	W	H	4	—	N	N	N
	Post	CW	E	1,740	6	F	W	H	4	—	N	N	N
109.	**COLUMBIA, SC—116,300 hslds. (0.2% of U.S.)**												
	ADI: Columbia, SC (95)												
	ABC audited newspapers												
	Columbia State, Record	SK	ME	2,408	8	B	W	H	4	Other	N	N	N
	State	SK	M	2,408	8	B	W	H	4	Other	N	N	N
	Record	SK	E	2,408	8	B	W	H	4	Other	N	N	N
110.	**SPOKANE—116,200 hslds. (0.2% of U.S.)**												
	ADI: Spokane (71)												
	ABC audited newspapers												
	Spokane Spokesman-Review, Chronicle	CW	ME	2,380	8	B	W	H	4	GMA	N	N	Y
	Spokesman-Review	CW	M	2,380	8	B	W	H	4	GMA	N	N	Y
	Chronicle	CW	E	2,380	8	B	W	H	4	GMA	N	N	Y
111.	**NEWPORT NEWS-HAMPTON—115,100 hslds. (0.2% of U.S.)**												
	ADI: Norfolk-Portsmouth-Newport News-Hampton (50)												
	ABC audited newspapers												
	Newport News Press, Times-Herald	SF	ME	2,808	9	C	W-Th	H	4	Belden	N	N	Y
	Press	SF	M	2,808	9	C	Th	H	4	Belden	N	N	Y
	Times-Herald	SF	E	2,808	9	C	W	H	4	Belden	N	N	Y
112.	**READING—112,000 hslds. (0.1% of U.S.)**												
	ADI: Philadelphia (4)												
	ABC audited newspapers												
	Reading Eagle, Times	SK	ME	2,400	8	B	W-S	H	4	—	N	N	N
	Times	SK	M	2,400	8	B	W-S	H	4	—	N	N	N
	Eagle	SK	E	2,400	8	B	W-S	H	4	—	N	N	N
	—Pottstown Mercury	LA	M	1,848	6	—	W	H	4	RMH	N	Y	N
113.	**TRENTON—110,200 hslds. (0.1% of U.S.)**												
	ADI: Philadelphia (4)												
	ABC audited newspapers												
	Trenton Times	SK	E	1,812	6	E	W	HS	4	Yankelovich	N	N	N
	Trenton Trentonian	LA	M	1,308	6	A	W-S	—	4	Other	N	Y	N
	—New York Times	NT	M	2,700	9	—	W	—	2	Own	N	Y	Y

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
114.	**UTICA-ROME**—110,100 hslds. (0.1% of U.S.)												
	ADI: Syracuse (63), Utica (153)												
	ABC audited newspapers												
	Utica Press, Observer-Dispatch	GT	ME	2,709	9	C	T-W	H	4	—	Y	Y	Y
	Press	GT	M	2,709	9	C	W	H	4	—	Y	Y	Y
	Dispatch	GT	E	2,709	9	C	T	H	4	—	Y	Y	Y
	Rome Daily Sentinel	—	E	2,408	9	C	T	HS	4	Own	Y	Y	—
	Other newspapers												
	Little Falls Times (S)	LA	E	2,408	8	—	T	H	3	Other	Y	Y	N
115.	**STOCKTON**—107,900 hslds. (0.1% of U.S.)												
	ADI: Sacramento-Stockton (24)												
	ABC audited newspapers												
	Stockton Record	GT	E	2,408	8	C	W	H	4	Other	N	Y	Y
	—San Francisco Examiner, Chronicle	SF	ME	2,408	8	C	W	H	4	Scarborough	N	N	Y
116.	**MADISON**—106,300 hslds. (0.1% of U.S.)												
	ADI: Madison (106)												
	ABC audited newspapers												
	Madison Wisconsin State Journal, Capital Times	BN	ME	1,806	6	F	—	H	4	Belden	N	N	Y
	State Journal	BN	M	1,806	6	F	—	H	4	Belden	N	N	Y
	Capital Times	BN	E	1,806	6	F	—	H	4	Belden	N	N	Y
117.	**BINGHAMTON**—104,700 hslds. (0.1% of U.S.)												
	ADI: Wilkes Barre-Scranton (40), Binghamton (124)												
	ABC audited newspapers												
	Binghamton Sun-Bulletin Press	GT	ME	1,344	7	C	T-Th	H		Belden	N	N	N
	Sun-Bulletin	GT	M	1,344	7	C	Th	H		Belden	N	N	N
	Press	GT	E	2,700	9	C	T	H		Belden	N	Y	N
118.	**SANTA BARBARA-SANTA MARIA-LOMPOC**—103,900 hslds. (0.1% of U.S.)												
	ADI: Santa Barbara-Santa Maria-San Luis Obisbo (117)												
	ABC audited newspapers												
	Santa Barbara News-Press	CW	E	2,408	8	A	W	H	4	—	N	N	N
	Lompoc Record	WD	E	2,352	8	A	W	H	4	Other	N	Y	Y
	—Los Angeles Times	LT-LC	M	2,400	8	C	Th	H	2	Own	Y	Y	N
119.	**HUNTINGTON-ASHLAND**—103,500 hslds. (0.1% of U.S.)												
	ADI: Charleston-Huntington (42)												
	ABC audited newspapers												
	Huntington Herald-Dispatch	GT	M	2,408	8	C	W	HS	4	—	Y	N	Y
	Ashland Daily Independent	BN	E	1,764	6	E	W-S	H	4	—	N	N	N
	Ironton Tribune	—	E	2,352	8	—	W-S	H	4	—	Y	Y	Y
120.	**LEXINGTON-FAYETTE**—103,000 hslds. (0.1% of U.S.)												
	ADI: Lexington (88)												
	ABC audited newspapers												
	Lexington Herald, Leader	KR	ME	2,646	9	C	W	H	4	3 Sigma	Y	Y	Y
	Herald	KR	M	2,646	9	C	W	H	4	3 Sigma	Y	Y	Y
	Leader	KR	E	2,646	9	C	W	H	4	3 Sigma	Y	Y	Y
	—Louisville Courier-Journal, Times	—	ME	1,800	6	—	W	HS	3	Belden	Y	Y	N
	Other newspapers												
	Winchester Sun (S)	LA	E	1,806	6	—	M-W	HS	4	—	Y	N	N

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
121.	**EVANSVILLE**—102,800 hslds. (0.1% of U.S.)												
	ADI: Evansville (87)												
	ABC audited newspapers												
	Evansville Courier, Press	SK	ME	2,835	9	C	W	HS	4	—	Y	Y	Y
	Courier	SK	M	2,835	9	C	W	HS	4	—	Y	Y	Y
	Press	SK	E	2,835	9	C	W	HS	4	—	Y	Y	Y
	Henderson Gleaner	SK	M	1,806	6	E	Th-S	H	4	Other	N	Y	N
	Princeton Daily Clarion	—	E	2,352	8	—	M-Th	H	4	—	Y	Y	N
122.	**LAKELAND-WINTER HAVEN**—101,900 hslds. (0.1% of U.S.)												
	ADI: Tampa-St. Petersburg (17)												
	ABC audited newspapers												
	Lakeland Ledger[1]	BN-PF	E	2,408	8	B	Th	HS	4	Barbour	N	N	Y
	Winter Haven Daily News-Chief	LA	E	2,464	8	C	W	H	4	—	N	N	N
	—Tampa Tribune, Times	SF-PF	ME	2,835	9	C	W-Th	H	4	Belden	Y	N	Y
	Other newspapers												
	Lake Wales Daily Highlander (S)	—	E	2,408	8	B	W	HS	4	—	N	N	N
123.	**VALLEJO-FAIRFIELD-NAPA**—101,400 hslds. (0.1% of U.S.)												
	ADI: San Francisco (5), Sacramento-Stockton (24)												
	ABC audited newspapers												
	Vallejo Times Herald	WD	M	2,408	8	—	W	H	4	—	N	Y	N
	Napa Register	—	E	2,408	8	B	W	HS	4	—	N	N	N
	—San Francisco Examiner, Chronicle	SF	ME	2,408	8	C	W	H	4	Scarborough	N	N	Y
124.	**SANTA ROSA**—100,000 hslds. (0.1% of U.S.)												
	ADI: San Francisco (5)												
	ABC audited newspapers												
	Santa Rosa Press Democrat	LA	E	2,682	9	C	W	H	4	—	N	Y	N
	Petaluma Argus-Courier	—	E	2,408	8	—	W	HS	4	—	N	Y	N
	—San Francisco Examiner, Chronicle	SF	ME	2,408	8	C	W	H	4	Scarborough	N	N	Y
125.	**JACKSON, MS**—96,800 hslds. (0.1% of U.S.)												
	ADI: Jackson, MS (83)												
	ABC audited newspapers												
	Jackson Clarion-Ledger, News	LA	ME	2,408	8	C	Th	H	4	MOR	Y	Y	N
	Clarion-Ledger	LA	M	2,408	8	C	Th	H	4	MOR	Y	Y	N
	News	LA	E	2,408	8	C	Th	H	4	MOR	Y	Y	N
126.	**COLORADO SPRINGS**—95,400 hslds. (0.1% of U.S.)												
	ADI: Colorado Springs-Pueblo (105)												
	ABC audited newspapers												
	Colorado Springs Gazette-Telegraph	CW	ME	2,709	9	—	Th-S	H	4	—	N	N	N
	Gazette-Telegraph	CW	M	2,709	9	—	Th-S	H	4	—	N	N	N
	Gazette-Telegraph	CW	E	2,709	9	—	Th-S	H	4	—	N	N	N
	Colorado Springs Sun	SF	M	2,408	8	—	W	HS	4	Other	Y	N	N
127.	**CORPUS CHRISTI**—95,100 hslds. (0.1% of U.S.)												
	ADI: Corpus Christi (132)												
	ABC audited newspapers												
	Corpus Christi Caller, Times	BN	ME	2,408	8	C	Th	HS	4	RMH	Y	N	N
	Caller	BN	M	2,408	8	C	Th	HS	4	RMH	Y	N	N
	Times	BN	E	2,408	8	C	Th	HS	4	RMH	Y	N	N

[1] Now a morning newspaper.

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
128.	**SOUTH BEND—94,800 hslds. (0.1% of U.S.)** ADI: South Bend-Elkhart (77)												
	ABC audited newspapers												
	South Bend Tribune	SK	E	1,848	6	F	W	H	4	Belden	N	Y	Y
	—Chicago Tribune	CT-WA	AD	2,790	9	C	Th	HS	4	—	Y	Y	Y
129.	**HUNTSVILLE—93,800 hslds. (0.1% of U.S.)** ADI: Huntsville-Decatur-Florence (99)												
	ABC audited newspapers												
	Huntsville News, Times	NN	ME	2,722	9	C	W	HS	4	—	N	Y	N
	News	NN	M	2,722	9	C	W	HS	4	—	N	Y	N
	Times	NN	E	2,722	9	C	W	HS	4	—	N	Y	N
	Other newspapers												
	Athens News Courier (S)	—	M	2,408	8	—	W-S	H	4	—	N	Y	N
130.	**ROCKFORD—93,000 hslds. (0.1% of U.S.)** ADI: Rockford (101)												
	ABC audited newspapers												
	Rockford Register Star	GT	M	2,709	9	C	W	HS	4	Belden	Y	Y	—
	Other newspapers												
	Belvidere Daily Republican (S)	LA	E	2,352	8	—	W	HS	4	—	N	N	N
131.	**DULUTH-SUPERIOR—92,900 hslds. (0.1% of U.S.)** ADI: Duluth-Superior (110)												
	ABC audited newspapers												
	Duluth News-Tribune, Herald	KR	ME	1,764	6	F	W-Th	HS	4	3 Sigma	N	N	N
	News-Tribune	KR	M	1,764	6	F	Th	HS	4	3 Sigma	N	N	N
	Herald	KR	E	1,764	6	F	W	HS	4	3 Sigma	N	N	N
	Superior Evening Telegram	LA-ND	E	2,408	8	—	M-W	HS	4	—	Y	N	N
	Other newspapers												
	Mesabi Daily News (S)	LA-ND	E	2,408	8	—	W-S	HS	4	—	N	Y	N
132.	**ERIE—92,300 hslds. (0.1% of U.S.)** ADI: Erie (131)												
	ABC audited newspapers												
	Erie News, Times	SK	ME	2,709	9	—	W	HS	4	—	Y	Y	—
	Erie News	SK	M	2,709	9	—	W	HS	4	—	Y	Y	—
	Erie Times	SK	E	2,709	9	—	W	HS	4	—	Y	Y	—
133.	**CHARLESTON, WV—91,900 hslds. (0.1% of U.S.)** ADI: Charleston-Huntington (42)												
	ABC audited newspapers												
	Charleston Gazette, Mail	SF	ME	1,830	6	F	W	H	4	Belden	N	N	Y
	Gazette	SF	M	1,830	6	F	W	H	4	Belden	N	N	Y
	Mail	SF	E	1,830	6	F	W	H	4	Belden	N	N	Y
134.	**EUGENE-SPRINGFIELD—91,700 hslds. (0.1% of U.S.)** ADI: Eugene (126)												
	ABC audited newspapers												
	Eugene Register-Guard	SF	E	1,806	6	E	T	H	4	GMA	N	N	N
	—Portland Oregonian, Journal	NN	ME	2,709	9	C	W	H	4	—	Y	N	Y

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
135.	**JOHNSTOWN**—91,600 hslds. (0.1% of U.S.) ADI: Johnstown-Altoona (72)												
	ABC audited newspapers												
	Johnstown Tribune-Democrat	—	M	2,408	8	B	W	H	4	—	N	Y	N
	Somerset Daily American	LA	M	2,408	8	B	M-W	HS	4	—	N	Y	N
136.	**APPLETON-OSHKOSH**—91,200 hslds. (0.1% of U.S.) ADI: Green Bay (67)												
	ABC audited newspapers												
	Appleton Post-Crescent	CW	E	1,848	6	F	M-T	H	4	Other	N	Y	Y
	Oshkosh Northwestern	—	E	2,464	8	B	T	H	4	—	N	N	N
	—Milwaukee Journal, Sentinel	MN	ME	2,700	9	C	Th	H	4	3 Sigma	Y	—	Y
137.	**PENSACOLA**—90,400 hslds. (0.1% of U.S.) ADI: Mobile-Pensacola (61)												
	ABC audited newspapers												
	Pensacola Journal, News	GT	ME	2,709	9	C	W	H	4	Other	N	N	N
	Journal	GT	M	2,709	9	C	W	H	4	Other	N	N	N
	News	GT	E	2,709	9	C	W	H	4	Other	N	N	N
138.	**AUGUSTA**—89,800 hslds. (0.1% of U.S.) ADI: Augusta (107)												
	ABC audited newspapers												
	Augusta Chronicle, Hrld, Chronicle-Hrld	BN	ME	1,806	6	—	W-Th	H	4	Own	N	N	N
	Chronicle	BN	M	1,806	6	—	Th	H	4	Own	N	N	N
	Herald	BN	E	1,806	6	—	W	H	4	Own	N	N	N
139.	**DAYTONA BEACH**—89,200 hslds. (0.1% of U.S.) ADI: Orlando-Daytona Beach (41)												
	ABC audited newspapers												
	Daytona Beach Journal, News	SF-PF	ME	1,806	6	F	Th	H	4	—	Y	Y	N
	Journal	SF-PF	M	1,806	6	F	Th	H	4	—	Y	Y	N
	News	SF-PF	E	1,806	6	F	Th	H	4	—	Y	Y	N
	De Land Sun News	LA	E	2,408	8	—	W	HS	2	—	N	Y	N
	—Orlando Sentinel Star	CW-PF	AD	2,408	8	—	Th-S	H	4	Belden	Y	N	Y
140.	**SALINAS-SEASIDE-MONTEREY**—88,800 hslds. (0.1% of U.S.) ADI: Salinas-Monterey (109)												
	ABC audited newspapers												
	Monterey Peninsula Herald	BN	E	2,673	9	C	W	H	4	Copley	N	Y	Y
	Salinas Californian	GT	E	2,408	8	C	T	H	4	Other	N	Y	N
	—San Francisco Examiner, Chronicle	SF	ME	2,408	8	C	W	H	4	Scarborough	N	N	Y
	—San Jose Mercury, News	KR	ME	2,408	8	C	W	—	4	Belden	Y	Y	Y
141.	**KALAMAZOO-PORTAGE**—88,000 hslds. (0.1% of U.S.) ADI: Grand Rapids-Kalamazoo-Battle Creek (39)												
	ABC audited newspapers												
	Kalamazoo Gazette	NN	E	1,848	6	E	Th	HS	4	MOR	N	Y	Y
	—Detroit Free Press	KR	M	2,400	8	A	W	—	4	Scarborough	Y	—	Y
	—Benton Harbor Herald-Palladium	LA	E	2,408	8	C	M-W	H	4	—	N	N	N

142. MANCHESTER-NASHUA—87,000 hslds. (0.1% of U.S.)

ADI: Boston (6)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Manchester Union Leader	SF	AD	2,408	8	A	W	H	4	—	N	N	N
Nashua Telegraph	LA	E	2,709	9	—	—	H	4	—	N	Y	N
—Boston Herald American	HS	M	2,700	9	C	W	HS	4	Other	Y	N	Y
—Boston Globe	MN	AD	2,700	9	C	W	H	4	3 Sigma	—	—	Y

143. MODESTO—86,700 hslds. (0.1% of U.S.)

ADI: Sacramento-Stockton (24)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Modesto Bee	CW	M	2,700	9	C	W	H	4	Belden	Y	N	Y
Turlock Journal	BN	E	2,408	8	A	W	H	3	—	N	—	N
—San Francisco Examiner, Chronicle	SF	ME	2,408	8	C	W	H	4	Scarborough	N	N	Y

144. MONTGOMERY—86,700 hslds. (0.1% of U.S.)

ADI: Montgomery (120)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Montgomery Advertiser, Alabama Journal	SF	ME	2,664	9	C	W-Th	H	4	—	N	Y	N
Advertiser	SF	M	2,664	9	C	Th	H	4	—	N	Y	N
Journal	SF	E	2,664	9	C	W	H	4	—	N	Y	N

145. LORAIN-ELYRIA—85,400 hslds. (0.1% of U.S.)

ADI: Cleveland (9)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Lorain Journal	BN	E	2,835	9	C	W	H	4	Magid	N	N	N
Elyria Chronicle-Telegram	LA	E	2,520	8	—	—	H	4	—	N	N	N
—Cleveland Plain Dealer	NN	M	2,730	9	C	W	H	4	Scarborough	Y	N	Y
—Cleveland Press	SK	E	2,835	9	—	W	H	4	Other	Y	N	Y

146. HAMILTON-MIDDLETOWN—83,300 hslds. (0.1% of U.S.)

ADI: Cincinnati (25)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Hamilton Journal-News	BN	E	308	8	A	T	H	4	RMH	N	Y	N
Middletown Journal	LA	E	2,464	8	A	W	H	4	—	N	Y	N
—Cincinnati Enquirer	GT	M	2,700	9	C	W	H	4	Bardsley	N	N	N

147. ANN ARBOR—82,200 hslds. (0.1% of U.S.)

ADI: Detroit (7)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Ann Arbor News	NN	E	1,848	6	E	W	HS	4	Other	Y	Y	Y
Ypsilanti Press	BN	E	2,380	8	—	W	H	4	RMH	Y	Y	N
—Detroit Free Press	KR	M	2,400	8	A	W	—	4	Scarborough	Y	—	Y

148. PORTLAND, ME—82,000 hslds. (0.1% of U.S.)

ADI: Portland-Poland Spring (78)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Portland Press Herald, Express	LA	ME	2,408	8	A	T	HS	4	—	N	N	N
Press Herald	LA	M	2,408	8	A	T	HS	4	—	N	N	N
Express	LA	E	2,408	8	A	T	HS	4	—	N	N	N
Brunswick Times Record	LA	E	1,806	6	D	M-T	H	4	—	Y	N	N

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
149.	**NEW LONDON-NORWICH**—80,200 hslds. (0.1% of U.S.) ADI: Providence (31)												
	ABC audited newspapers												
	New London Day	BN	E	1,788	6	D	W	H	4	—	N	N	N
	—New York Daily News	NY-WA-CW	M	1,200	6	—	W-S	—	4	—	Y	N	Y
	—Hartford Courant	MN	M	2,700	9	C	W-S	H	4	Belden	N	N	Y
150.	**MACON**—80,100 hslds. (0.1% of U.S.) ADI: Macon (146)												
	ABC audited newspapers												
	Macon Telegraph, News	KR	ME	2,408	8	C	Th	HS	4	3 Sigma	Y	Y	Y
	Telegraph	KR	M	2,408	8	C	Th	HS	4	3 Sigma	Y	Y	Y
	News	KR	E	2,408	8	C	Th	HS	4	3 Sigma	Y	Y	Y
	Warner Robins Daily Sun	LA	E	2,408	8	B	W-S	H	4	—	N	N	N
151.	**SALEM**—78,800 hslds. (0.1% of U.S.) ADI: Portland, OR (21)												
	ABC audited newspapers												
	Salem Oregon Statesman, Capital Journal	GT	ME	2,709	9	C	W-S	HS	4	GMA	N	Y	Y
	Oregon Statesman	GT	M	2,709	9	C	W-S	HS	4	GMA	N	Y	Y
	Capital Journal	GT	E	2,709	9	C	W-S	HS	4	GMA	N	Y	Y
	—Portland Oregonian, Journal	NN	ME	2,709	9	C	W	H	4	—	Y	N	Y
152.	**ROANOKE**—77,400 hslds. (0.1% of U.S.) ADI: Roanoke-Lynchburg (64)												
	ABC audited newspapers												
	Roanoke Times & World-News	BN	ME	2,709	9	—	Th	H	4	Other	Y	—	N
	Times & World-News	BN	M	2,709	9	—	Th	H	4	Other	Y	—	N
	Times & World-News	BN	E	2,709	9	—	Th	H	4	Other	Y	—	N
153.	**SARASOTA**—75,500 hslds. (0.1% of U.S.) ADI: Tampa-St. Petersburg (17)												
	ABC audited newspapers												
	Sarasota Herald Tribune, Journal	BN-PF	ME	2,408	8	A	Th	HS	4	Barbour	Y	N	N
	Herald Tribune	BN-PF	M	2,408	8	A	Th	HS	4	Barbour	Y	N	N
	Journal	BN-PF	E	2,408	8	A	Th	HS	4	Barbour	Y	N	N
154.	**ATLANTIC CITY**—74,400 hslds. (0.1% of U.S.) ADI: Philadelphia (4)												
	ABC audited newspapers												
	Atlantic City Press	SF	M	2,384	8	A	W	H	4	Belden	Y	Y	N
	—Philadelphia Bulletin	MN	E	1,800	6	F	W-S	H	4	Belden	Y	N	N
	—Philadelphia Inquirer, News	KR	ME	1,860	6	F	W-S	HS	4	3 Sigma	Y	Y	N
155.	**POUGHKEEPSIE**—74,200 hslds. (0.1% of U.S.) ADI: New York (1)												
	ABC audited newspapers												
	Poughkeepsie Journal	GT	E	1,800	6	E	W	H	4	—	N	Y	Y
	—New York Daily News	NY-WA-CW	M	1,200	6	—	W-S	—	4	—	Y	N	Y
	—Newburgh Evening News	TN	E	2,400	8	A	W	HS	4	—	Y	Y	—
	—New York Times	NT	M	2,700	9	—	W	—	2	Own	N	Y	Y

156. SAGINAW—72,600 hslds. (0.1% of U.S.)

ADI: Flint-Saginaw-Bay City (57)

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
	ABC audited newspapers												
	Saginaw News	NN	E	1,848	6	E	T-W-Th	HS	4	MOR	Y	N	Y
	—Detroit Free Press	KR	M	2,400	8	A	W	—	4	Scarborough	Y	—	Y

157. COLUMBUS, GA—72,500 hslds. (0.1% of U.S.)

ADI: Columbus, GA (119)

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
	ABC audited newspapers												
	Columbus Enquirer, Ledger	KR	ME	2,408	8	C	W-Th	HS	4	Belden	N	N	Y
	Enquirer	KR	M	2,408	8	C	Th	HS	4	Belden	N	N	Y
	Ledger	KR	E	2,408	8	C	W	HS	4	Belden	N	N	Y

158. SPRINGFIELD, MO—71,700 hslds. (0.1% of U.S.)

ADI: Springfield, MO (81)

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
	ABC audited newspapers												
	Springfield News, Leader & Press	GT	ME	2,408	8	A	W	H	4	—	Y	N	N
	News	GT	M	2,408	8	A	W	H	4	—	Y	N	N
	Leader & Press	GT	E	2,408	8	A	W	H	4	—	Y	N	N

159. SAVANNAH—71,400 hslds. (0.1% of U.S.)

ADI: Savannah (111)

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
	ABC audited newspapers												
	Savannah News, Press	BN	ME	1,806	6	F	W	H	4	—	N	N	Y
	News	BN	M	1,806	6	F	W	H	4	—	N	N	Y
	Press	BN	E	1,806	6	F	W	H	4	—	N	N	Y

160. MELBOURNE-TITUSVILLE-COCOA—71,300 hslds. (0.1% of U.S.)

ADI: Orlando-Daytona Beach (41)

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
	ABC audited newspapers												
	Cocoa Today	GT-SF	M	2,496	8	C	Th	H	4	MOR	N	Y	Y
	—Orlando Sentinel Star	CW-PF	AD	2,408	8	—	Th-S	H	4	Belden	Y	N	Y

161. LIMA—71,200 hslds. (0.1% of U.S.)

ADI: Dayton (47), Toledo (59), Fort Wayne (96), Lima (194)

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
	ABC audited newspapers												
	Lima News	CW	E	2,464	8	C	M-W	H	4	—	N	N	N
	Other newspapers												
	Delphos Daily Herald (S)	AN	E	2,408	8	B	W	HS	4	—	N	Y	N

162. SANTA CRUZ—70,900 hslds. (0.1% of U.S.)

ADI: Salinas-Monterey (109)

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
	ABC audited newspapers												
	Santa Cruz Sentinel	BN	E	2,408	8	A	W	H	4	Other	N	N	N
	Watsonville Register-Pajaronian	BN	E	2,352	8	A	W	H	4	—	N	N	N
	—San Francisco Examiner, Chronicle	SF	ME	2,408	8	C	W	H	4	Scarborough	N	N	Y
	—San Jose Mercury, News	KR	ME	2,408	8	C	W	—	4	Belden	Y	Y	Y

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
163.	**SPRINGFIELD, IL**—70,700 hslds. (0.1% of U.S.)												
	ADI: Springfield-Decatur-Champaign (73)												
	ABC audited newspapers												
	Springfield State Journal-Register	BN	ME	2,400	8	A	W	—	4	—	N	N	N
	State Journal-Register	BN	M	2,400	8	A	W	—	4	—	N	N	N
	State Journal-Register	BN	E	2,400	8	A	W	—	4	—	N	N	N
164.	**LUBBOCK**—68,900 hslds. (0.1% of U.S.)												
	ADI: Lubbock (128)												
	ABC audited newspapers												
	Lubbock Avalanche-Journal	TP	ME	1,806	6	—	Th-F	HS	4	—	Y	Y	—
	Avalanche-Journal	TP	M	1,806	6	—	F	HS	4	—	Y	Y	—
	Avalanche-Journal	TP	E	1,806	6	—	Th	HS	4	—	Y	Y	—
165.	**FORT MYERS-CAPE CORAL**—68,800 hslds. (0.1% of U.S.)												
	ADI: Fort Myers (142)												
	ABC audited newspapers												
	Fort Myers News-Press	GT	M	1,806	6	—	Th	H	4	—	N	N	Y
166.	**FORT SMITH**—68,700 hslds. (0.1% of U.S.)												
	ADI: Fort Smith (160)												
	ABC audited newspapers												
	Fort Smith SW Times Record	AD	AD	2,408	8	B	Th	HS	4	—	N	N	N
167.	**KILLEEN-TEMPLE**—67,600 hslds. (0.1% of U.S.)												
	ADI: Waco-Temple (100)												
	ABC audited newspapers												
	Temple Daily Telegram	TP	M	2,646	9	D	M-Th	H	4	—	N	N	N
	Killeen Daily Herald	TP	E	2,352	8	A	M-W-Th	H	4	—	N	N	N
	—Austin American Statesman	CW	ME	2,709	9	—	Th	HS	4	—	N	Y	N
168.	**GALVESTON-TEXAS CITY**—67,200 hslds. (0.1% of U.S.)												
	ADI: Houston (12)												
	ABC audited newspapers												
	Galveston Daily News	GA	M	2,408	8	B	M-Th	H	4	Other	Y	N	N
	—Houston Post	BN	M	2,700	9	C	Th	HS	4	Other	Y	Y	Y
	—Houston Chronicle	SF	E	2,700	9	C	Th	HS	4	Belden	Y	Y	Y
	Other newspapers												
	Texas City Daily Sun (S)	US-GA	E	2,408	8	—	W-S	—	4	Other	N	N	N
169.	**LINCOLN**—67,100 hslds. (0.1% of U.S.)												
	ADI: Lincoln-Hastings-Kearney (85)												
	ABC audited newspapers												
	Lincoln Star, Journal	SF	ME	2,408	8	A	W	HS	4	—	Y	N	Y
	Star	SF	M	2,408	8	A	W	HS	4	—	Y	N	Y
	Journal	SF	E	2,408	8	A	W	HS	4	—	Y	N	Y
	—Omaha World-Herald	CW	ME	2,408	8	A	W	HS	4	Other	N	N	Y
170.	**McALLEN-PHARR-EDINBURG**—67,100 hslds. (0.1% of U.S.)												
	ADI: McAllen-Brownsville (136)												
	ABC audited newspapers												
	McAllen Monitor	TP	E	2,646	9	C	Th	HS	4	—	N	N	N

McALLEN CONTINUED	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
—Harlingen Valley Morning Star	TP	M	2,646	9	—	—	HS	4	—	N	Y	N
Other newspapers												
Edinburg Daily Review (S)	—	E	2,709	9	—	Th	—	4	—	N	Y	N

171. WHEELING—65,900 hslds. (0.1% of U.S.)

ADI: Wheeling-Steubenville (112)

ABC audited newspapers												
Wheeling Intelligencer, News-Register	LA	ME	1,848	6	F	W-S	HS	4	—	N	N	N
Intelligencer	LA	M	1,848	6	F	W-S	HS	4	—	N	N	N
News-Register	LA	E	1,848	6	F	W-S	HS	4	—	N	N	N
Martins Ferry Times-Leader	LA	E	1,806	6	—	W-S	HS	4	MOR	N	N	N

172. TOPEKA—65,000 hslds. (0.1% of U.S.)

ADI: Topeka (133)

ABC audited newspapers												
Topeka Capital, State Journal	BN	ME	1,848	6	E	W-Th	H	4	Other	N	N	N
Capital	BN	M	1,848	6	E	W-Th	H	4	Other	N	N	N
Journal	BN	E	1,848	5	E	W-Th	H	4	Other	N	N	N

173. FAYETTEVILLE, NC—64,200 hslds. (0.1% of U.S.)

ADI: Raleigh-Durham (44)

ABC audited newspapers												
Fayetteville Times, Observer	LA	ME	2,408	8	A	W-Th	H	4	Barbour	N	N	N
Times	LA	M	2,408	8	A	Th	H	4	Barbour	N	N	N
Observer	LA	E	2,408	8	A	W	H	4	Barbour	N	N	N

174. TERRE HAUTE—62,700 hslds. (0.1% of U.S.)

ADI: Terre Haute (108)

ABC audited newspapers												
Terre Haute Star, Tribune	LA	ME	2,709	9	C	W	H	4	—	N	N	Y
Star	LA	M	2,709	9	C	W	H	4	—	N	N	Y
Tribune	LA	E	2,709	9	C	W	H	4	—	N	N	Y
Other newspapers												
Brazil Times (S)	LA	E	1,806	6	E	T	HS	4	—	N	Y	N
Clinton Daily Clintonian (S)	—	E	2,352	8	—	—	HS	2	—	N	N	N

175. BATTLE CREEK—62,600 hslds. (0.1% of U.S.)

ADI: Grand Rapids-Kalamazoo-Battle Creek (39)

ABC audited newspapers												
Battle Creek Enquirer & News	GT	E	2,772	9	C	T	HS	4	MOR	Y	Y	N
—Detroit Free Press	KR	M	2,400	8	A	W	—	4	Scarborough	Y	—	Y
Other newspapers												
Marshall Evening Chronicle (S)	—	E	1,806	6	—	M	H	4	—	N	Y	N

176. SPRINGFIELD, OH—62,400 hslds. (0.1% of U.S.)

ADI: Dayton (47)

ABC audited newspapers												
Springfield Sun, News	SF	ME	2,835	9	C	W	H	4	Belden	Y	Y	Y
Sun	SF	M	2,835	9	C	W	H	4	Belden	Y	Y	Y
News	SF	E	2,835	9	C	W	H	4	Belden	Y	Y	Y
—Dayton Journal Herald, News	SF	ME	2,835	9	C	W	H	4	Belden	Y	Y	Y

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
177.	**RENO—61,300 hslds. (0.1% of U.S.)**												
	ADI: Reno (148)												
	ABC audited newspapers												
	Reno Nevada State Journal, Gazette	GT	ME	2,408	8	C	W	H	4	Other	Y	N	N
	State Journal	GT	M	2,408	8	C	W	H	4	Other	Y	N	N
	Gazette	GT	E	2,408	8	C	W	H	4	Other	Y	N	N
	—San Francisco Examiner, Chronicle	SF	ME	2,408	8	C	W	H	4	Scarborough	N	N	Y
178.	**ASHEVILLE—61,100 hslds. (0.1% of U.S.)**												
	ADI: Greenville-Spartanburg-Asheville (37)												
	ABC audited newspapers												
	Asheville Citizen, Times	SF	ME	2,424	8	A	W	H	4	—	N	Y	N
	Citizen	SF	M	2,424	8	A	W	H	4	—	N	Y	N
	Times	SF	E	2,424	8	A	W	H	4	—	N	Y	N
179.	**MUSKEGON-NORTON SHORES-MUSKEGON HEIGHTS—59,500 hslds. (0.1% of U.S.)**												
	ADI: Grand Rapids-Kalamazoo-Battle Creek (39)												
	ABC audited newspapers												
	Muskegon Chronicle	NN	E	1,848	6	E	M-T-W	HS	4	MOR	N	N	Y
	—Detroit Free Press	KR	M	2,400	8	A	W	—	4	Scarborough	Y	—	Y
180.	**ANCHORAGE—59,000 hslds. (0.1% of U.S.)**												
	ADI: Anchorage (168)												
	ABC audited newspapers												
	Anchorage Times	BN	E	1,806	6	—	W	H	4	Other	N	N	N
	Anchorage News	CW	M	1,785	6	—	Th	—	4	Belden	N	N	N
181.	**CEDAR RAPIDS—58,200 hslds. (0.1% of U.S.)**												
	ADI: Cedar Rapids-Waterloo (70)												
	ABC audited newspapers												
	Cedar Rapids Gazette	BN	E	2,709	9	C	T-W	H	4	—	Y	Y	N
	—Des Moines Register, Tribune	CW	ME	1,878	6	F	Th	H	4	Belden	Y	N	Y
182.	**YAKIMA—57,700 hslds. (0.1% of U.S.)**												
	ADI: Yakima (122)												
	ABC audited newspapers												
	Yakima Herald-Republic	BN	AD	1,806	6	F	W	H	4	—	N	Y	N
183.	**WACO—57,700 hslds. (0.1% of U.S.)**												
	ADI: Waco-Temple (100)												
	ABC audited newspapers												
	Waco Tribune-Herald	CW	ME	2,709	9	C	M-Th	HS	4	Belden	N	N	Y
	Tribune-Herald	CW	M	2,709	9	C	M-Th	HS	4	Belden	N	N	Y
	Tribune-Herald	CW	E	2,709	9	C	M-Th	HS	4	Belden	N	N	Y
184.	**RACINE—57,500 hslds. (0.1% of U.S.)**												
	ADI: Milwaukee (26)												
	ABC audited newspapers												
	Racine Journal Times	BN	E	2,408	8	—	T	—	4	—	—	—	—
	—Milwaukee Journal, Sentinel	MN	ME	2,700	9	C	Th	H	4	3 Sigma	Y	—	Y

185. AMARILLO—57,300 hslds. (0.1% of U.S.)

ADI: Amarillo (118)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Amarillo News, Globe-Times, News-Globe	TP	ME	1,806	6	—	Th-F	HS	4	—	N	Y	N
News	TP	M	1,806	6	—	Th-F	HS	4	—	N	Y	N
Globe-Times	TP	E	1,806	6	—	Th-F	HS	4	—	N	Y	N

186. FAYETTEVILLE-SPRINGDALE—57,300 hslds. (0.1% of U.S.)

ADI: Tulsa (52), Joplin-Pittsburg (113)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Rogers News	AD-SD	ME	2,380	8	—	W	HS	4	—	N	N	N
News	AD-SD	M	2,380	8	—	W	HS	4	—	N	N	N
News	AD-SD	E	2,380	8	—	W	HS	4	—	N	N	N
Fayetteville Northwest Arkansas Times	AD	E	2,408	8	—	W-S	H	4	—	N	N	N
Springdale News	AD	E	2,352	8	B	W	S	4	—	N	N	N
—Tulsa World, Tribune	BN	ME	1,806	6	E	Th	H	4	Belden	N	N	Y
—Little Rock Arkansas Gazette	SF	M	2,424	8	A	W	H	4	—	Y	N	N
Other newspapers												
Benton County Daily Democrat (S)	LA	E	2,352	8	—	W	HS	4	—	N	Y	N

187. BRADENTON—57,000 hslds. (0.1% of U.S.)

ADI: Tampa-St. Petersburg (17)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Bradenton Herald	KR-PF	E	2,380	8	C	W	H	4	3 Sigma	Y	Y	N
—Sarasota Herald-Tribune, Journal	BN-PF	ME	2,408	8	A	Th	HS	4	Barbour	[illegible]	N	N
—St. Petersburg Times, Independent	SK	ME	2,408	8	C	W-Th	H	4	Other	Y	Y	Y

188. STEUBENVILLE-WEIRTON—56,500 hslds. (0.1% of U.S.)

ADI: Pittsburgh (11), Wheeling-Steubenville (112)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Steubenville Herald-Star	TN	E	2,464	8	—	W	H	4	Own	N	Y	N
Weirton Daily Times	TN	E	2,408	8	—	M-W	H	3	—	N	Y	N
—Wheeling Intelligencer, News-Register	LA	ME	1,848	6	F	W-S	HS	4	—	N	N	N
—Martins Ferry Times-Leader	LA	E	1,806	6	—	W-S	HS	4	MOR	N	N	N

189. BILOXI-GULFPORT—55,500 hslds. (0.1% of U.S.)

ADI: New Orleans (36), Biloxi-Gulfport-Pascagoula (185)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Biloxi-Gulfport Sun, Herald	BN	ME	2,772	9	B	W-Th	HS	4	Other	N	Y	N
Sun	BN	M	2,772	9	B	Th	HS	4	Other	N	Y	N
Herald	BN	E	2,772	9	B	W	HS	4	Other	N	Y	N
—New Orleans Times Picayune, States-Item	NN	ME	2,700	9	C	Th	H	4	Belden	N	N	N

190. BROWNSVILLE-HARLINGEN-SAN BENITO—55,000 hslds. (0.1% of U.S.)

ADI: McAllen-Brownsville (136)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Harlingen Valley Morning Star	TP	M	2,646	9	—	—	HS	4	—	N	Y	N
Brownsville Herald	TP	E	2,646	9	—	—	HS	4	—	—	Y	N

191. GREEN BAY—54,900 hslds. (0.1% of U.S.)

ADI: Green Bay (67)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Green Bay Press-Gazette	SF	E	2,464	8	A	W	HS	4	Copley	N	N	N

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
192.	**PARKERSBURG-MARIETTA**—54,100 hslds. (0.1% of U.S.) ADI: Charleston-Huntington (42), Parkersburg (200)												
	ABC audited newspapers												
	Parkersburg News, Sentinel	LA	ME	1,803	6	—	W-Th	H	4	—	N	N	N
	News	LA	M	1,803	6	—	Th	H	4	—	N	N	N
	Sentinel	LA	E	1,830	6	—	W	H	4	—	N	N	N
	Marietta Times	GT	E	1,782	6	F	M	H	4	Belden	N	Y	N
193.	**BOISE**—53,700 hslds. (0.1% of U.S.) ADI: Boise (140)												
	ABC audited newspapers												
	Boise Idaho Statesman	GT	M	1,848	6	F	W	H	4	Other	Y	N	Y
194.	**CHAMPAIGN-URBANA-RANTOUL**—53,600 hslds. (0.1% of U.S.) ADI: Springfield-Decatur-Champaign (73)												
	ABC audited newspapers												
	Champaign-Urbana News-Gazette	TP	E	2,408	8	A	W	H	4	Own	N	Y	N
195.	**PITTSFIELD**—51,000 hslds. (0.1% of U.S.) ADI: Albany-Schenectady-Troy (45)												
	ABC audited newspapers												
	Pittsfield Berkshire Eagle[1]	LA	E	2,376	8	A	M	H	4	—	N	Y	N
	North Adams Transcript	LA	E	1,806	6	—	M-W	HS	4	—	Y	Y	Y
	—Springfield Union, News	NN	ME	2,727	9	C	W	HS	4	—	N	N	N
	—New York Daily News	NY-WA-CW	M	1,200	6	—	W-S	—	4	—	Y	N	Y
196.	**PROVO-OREM**—50,900 hslds. (0.1% of U.S.) ADI: Salt Lake City (46)												
	ABC audited newspapers												
	Provo Daily Herald	—	E	2,709	9	C	W-S	H	4	—	N	N	N
	—Salt Lake Tribune, Deseret News	—	ME	2,709	9	C	Th	HS	4	—	Y	Y	Y
197.	**LAKE CHARLES**—50,600 hslds. (0.1% of U.S.) ADI: Lake Charles (174)												
	ABC audited newspapers												
	Lake Charles American Press[1]	—	E	2,408	8	A	W	HS	4	—	N	N	N
	—Beaumont Enterprise, Journal	—	ME	2,709	9	C	Th	H	4	—	N	N	N
198.	**LYNCHBURG**—50,400 hslds. (0.1% of U.S.) ADI: Roanoke-Lynchburg (64)												
	ABC audited newspapers												
	Lynchburg News, Advance	LA	ME	2,408	8	—	W-Th	HS	4	—	Y	Y	N
	News	LA	M	2,408	8	—	Th	HS	4	—	Y	Y	N
	Advance	LA	E	2,408	8	—	W	HS	4	—	Y	Y	N
199.	**ANDERSON, IN**—49,200 hslds. (0.1% of U.S.) ADI: Indianapolis (19)												
	ABC audited newspapers												
	Anderson Herald, Bulletin	BN	ME	1,806	6	E	W	H	4	—	N	N	N
	Herald	BN	M	1,806	6	E	W	H	4	—	N	N	N
	Bulletin	BN	E	1,806	6	E	W	H	4	—	N	N	N
	—Indianapolis Star, News	MN	ME	2,808	9	—	W	HS	4	Belden	N	Y	N

[1] Now a morning newspaper.

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
200.	**JACKSON, MI**—48,500 hslds. (0.1% of U.S.) ADI: Lansing (97)												
	ABC audited newspapers												
	Jackson Citizen Patriot	NN	E	1,848	6	E	M-T-W	H	4	MOR	N	Y	Y
	—Detroit Free Press	KR	M	2,400	8	A	W	—	4	Scarborough	Y	—	Y
201.	**ABILENE**—48,000 hslds. (0.1% of U.S.) ADI: Abilene-Sweetwater (156)												
	ABC audited newspapers												
	Abilene Reporter-News	BN	ME	2,408	8	A	Th	H	4	Other	Y	N	Y
	Reporter-News	BN	M	2,408	8	A	Th	H	4	Other	Y	N	Y
	Reporter-News	BN	E	2,408	8	A	Th	H	4	Other	Y	N	Y
202.	**WILMINGTON, NC**—47,600 hslds. (0.1% of U.S.) ADI: Wilmington (130)												
	ABC audited newspapers												
	Wilmington Morning Star	BN	M	2,408	8	—	Th	H	4	Barbour	Y	N	N
203.	**TALLAHASSEE**—47,600 hslds. (0.1% of U.S.) ADI: Tallahassee (141)												
	ABC audited newspapers												
	Tallahassee Democrat	KR-PF	M	1,806	6	F	Th-S	H	4	Belden	N	Y	N
204.	**LONGVIEW-MARSHALL**—47,000 hslds. (0.1% of U.S.) ADI: Shreveport-Texarkana (58)												
	ABC audited newspapers												
	Longview Journal, News	CW	ME	2,408	8	—	W-S	—	4	—	N	Y	N
	Journal	CW	M	2,408	8	—	W-S	—	4	—	N	Y	N
	News	CW	E	2,408	8	—	W-S	—	4	—	N	Y	N
	Marshall News Messenger	BN	E	2,408	8	—	W	H	4	—	—	—	—
	—Dallas Morning News	CW	M	2,700	9	C	Th	HS	4	Belden	N	—	Y
	—Shreveport Times, Journal	GT	ME	2,709	9	C	Th	H	4	Belden	N	N	Y
	Other newspapers												
	Kilgore News Herald (S)	—	E	2,408	8	B	W	H	4	—	N	N	N
205.	**ALTOONA**—46,900 hslds. (0.1% of U.S.) ADI: Johnstown-Altoona (72)												
	ABC audited newspapers												
	Altoona Mirror	—	E	2,352	8	A	M-W	H	4	—	N	N	N
206.	**VINELAND-MILLVILLE-BRIDGETON**—46,600 hslds. (0.1% of U.S.) ADI: Philadelphia (4)												
	ABC audited newspapers												
	Vineland Times Journal	LA	E	1,806	6	—	W	HS	4	—	N	Y	N
	Bridgeton Evening News	LA	E	2,408	8	B	W-Sa	H	4	—	N	—	N
	Millville Daily	LA	E	1,806	6	E	W	H	4	—	N	N	N
	—Atlantic City Press	SF	M	2,384	8	A	W	H	4	Belden	Y	Y	N
	—Philadelphia Inquirer, News	KR	ME	1,860	6	F	W-S	HS	4	3 Sigma	Y	Y	N
	—Philadelphia Bulletin	MN	E	1,800	6	F	W-S	H	4	Belden	Y	N	N

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
207.	**DECATUR—46,100 hslds. (0.1% of U.S.)** ADI: Springfield-Decatur-Champaign (73)												
	ABC audited newspapers												
	Decatur Herald, Review	BN	ME	1,764	6	E	W	H	4	—	N	N	N
	Herald	BN	M	1,764	6	E	W	H	4	—	N	N	N
	Review	BN	E	1,764	6	E	W	H	4	—	N	N	N
208.	**ALEXANDRIA, LA—45,600 hslds. (0.1% of U.S.)** ADI: Alexandria, LA (173)												
	ABC audited newspapers												
	Alexandria Daily Town Talk	BN	E	1,764	6	F	Th	HS	4	Belden	Y	Y	N
209.	**WICHITA FALLS—45,600 hslds. (0.1% of U.S.)** ADI: Wichita Falls-Lawton (114)												
	ABC audited newspapers												
	Wichita Falls Record-News, Times	CW	ME	2,408	8	—	Th	HS	4	—	N	N	N
	News	CW	M	2,408	8	—	Th	HS	4	—	N	N	N
	Times	CW	E	2,408	8	—	Th	HS	4	—	N	N	N
210.	**FORT COLLINS—45,600 hslds. (0.1% of U.S.)** ADI: Denver (22)												
	ABC audited newspapers												
	Fort Collins Coloradoan	GT	E	2,408	8	A	W	H	4	—	N	Y	N
	Loveland Reporter-Herald	BN	E	2,709	9	C	W	HS	4	—	Y	Y	—
	—Denver Post	SF	E	2,790	9	C	W	H	4	Scarborough	Y	N	[illegible]
	—Denver Rocky Mountain News	SK	M	1,200	6	T	W	H	4	Belden	N	N	N
211.	**ELKHART—45,200 hslds. (0.1% of U.S.)** ADI: South Bend-Elkhart (77)												
	ABC audited newspapers												
	Elkhart Truth	BN	E	2,408	8	B	W	H	4	Other	N	N	N
	Goshen News	—	E	2,408	8	A	T	HS	4	—	N	N	N
	—South Bend Tribune	SK	E	1,848	6	F	W	H	4	Belden	N	Y	Y
212.	**JANESVILLE-BELOIT—45,200 hslds. (0.1% of U.S.)** ADI: Rockford (101)												
	ABC audited newspapers												
	Janesville Gazette	—	E	1,806	6	E	W	H	4	—	Y	N	N
	—Madison Wisc. State Jnl., Capital Times	BN	ME	1,806	6	F	—	H	4	Belden	N	N	Y
213.	**WATERLOO-CEDAR FALLS—45,100 hslds. (0.1% of U.S.)** ADI: Cedar Rapids-Waterloo (70)												
	ABC audited newspapers												
	Waterloo Courier	SK	E	2,772	9	B	T	H	4	—	Y	Y	Y
	—Des Moines Register, Tribune	CW	ME	1,878	6	F	Th	H	4	Belden	Y	N	Y
	Other newspapers												
	Cedar Falls Record (S)	SK	M	2,408	8	B	W	H	4	—	N	N	Y
214.	**ST. CLOUD—45,100 hslds. (0.1% of U.S.)** ADI: Minneapolis-St. Paul (14)												
	ABC audited newspapers												
	St. Cloud Daily Times	GT-ND	E	1,806	6	F	W	H	4	—	N	Y	Y
	—Minneapolis Star, Tribune	CW	ME	1,806	6	F	Th	HS	4	Other	Y	Y	Y

215. MONROE—44,800 hslds. (0.1% of U.S.)
ADI: Monroe-El Dorado (104)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	HiFi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Monroe World, News-Star	GT	ME	2,835	9	—	Th	H	4	—	N	N	Y
World	GT	M	2,835	9	—	Th	H	4	—	N	N	Y
News-Star	GT	E	2,835	9	—	Th	H	4	—	N	N	Y

216. CLARKSVILLE-HOPKINSVILLE—44,700 hslds. (0.1% of U.S.)
ADI: Nashville (30)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	HiFi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Hopkinsville Kentucky New Era	LA	E	2,408	8	—	—	—	4	—	N	N	N

217. MANSFIELD—44,400 hslds. (0.1% of U.S.)
ADI: Cleveland (9)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	HiFi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Mansfield News Journal	BN	E	1,890	6	E	W	HS	4	—	Y	Y	—
Other newspapers												
Shelby Daily Globe (S)	LA	E	2,408	8	—	M	H	2	—	N	Y	N

218. FARGO-MOORHEAD—43,700 hslds. (0.1% of U.S.)
ADI: Fargo (102)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	HiFi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Fargo-Moorhead Forum	SK	AD	1,800	6	E	W-S	HS	4	—	Y	N	N
—Minneapolis Star, Tribune	CW	ME	1,806	6	F	Th	HS	4	Other	Y	Y	Y

219. MUNCIE—43,600 hslds. (0.1% of U.S.)
ADI: Indianapolis (19)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	HiFi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Muncie Star, Press	SK	ME	2,772	9	C	W-Th	HS	4	—	N	N	N
Star	SK	M	2,772	9	C	W-Th	HS	4	—	N	N	N
Press	SK	E	2,772	9	C	W-Th	HS	4	—	N	N	N

220. TEXARKANA—43,500 hslds. (0.1% of U.S.)
ADI: Shreveport-Texarkana (58)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	HiFi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Texarkana Gazette	TP	M	2,408	8	A	Th	HS	4	—	N	N	N

221. GAINESVILLE—42,800 hslds. (0.1% of U.S.)
ADI: Gainesville (177)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	HiFi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Gainesville Sun	BN-PF	M	2,709	9	C	Th	H	4	Barbour	N	N	N

222. FLORENCE—42,400 hslds. (0.1% of U.S.)
ADI: Huntsville-Decatur-Florence (99)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	HiFi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Florence Times-Tri-Cities Daily	LA	E	2,709	9	—	W	H	4	Other	Y	Y	N
—Birmingham Post-Herald, News	NN	ME	2,772	9	C	W	HS	4	Belden	Y	N	Y

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	HiFi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
223.	**SIOUX CITY—42,400 hslds. (0.1% of U.S.)** ADI: Sioux City (125)												
	ABC audited newspapers												
	Sioux City Journal	BN	M	2,709	9	—	W	HS	4	—	—	—	—
224.	**KENOSHA—42,300 hslds. (0.1% of U.S.)** ADI: Chicago (3)												
	ABC audited newspapers												
	Kenosha News	BN	E	1,806	6	E	T	H	4	—	N	Y	N
	—Chicago Tribune	CT-WA	AD	2,790	9	C	Th	HS	4	—	Y	Y	Y
225.	**BLOOMINGTON-NORMAL—41,900 hslds. (0.1% of U.S.)** ADI: Peoria (89)												
	ABC audited newspapers												
	Bloomington Pantagraph	LA	AD	1,788	6	E	W	H	4	—	N	N	N
226.	**EAU CLAIRE—41,100 hslds. (0.1% of U.S.)** ADI: LaCrosse-Eau Claire (127)												
	ABC audited newspapers												
	Eau Claire Leader-Telegram	BN	E	1,806	6	—	W	HS	4	—	—	—	—
	Chippewa Herald Telegram	—	E	2,408	8	B	M-W	HS	4	—	N	Y	N
227.	**LAFAYETTE, LA—40,900 hslds. (0.1% of U.S.)** ADI: Lafayette, LA (115)												
	ABC audited newspapers												
	Lafayette Advertiser	TN-MM	E	2,520	8	—	W	HS	2	—	Y	Y	—
	—Baton Rouge Advocate, State-Times	BN	ME	1,788	6	E	Th	H	4	Other	N	N	—
228.	**PUEBLO—40,800 hslds. (0.1% of U.S.)** ADI: Colorado Springs-Pueblo (105)												
	ABC audited newspapers												
	Pueblo Chieftain, Star-Journal	BN	ME	1,800	6	E	W	HS	4	—	Y	Y	—
	Chieftain	BN	M	1,800	6	E	W	HS	4	—	Y	Y	—
	Star-Journal	BN	E	1,800	6	E	W	HS	4	—	Y	Y	—
229.	**RICHLAND-KENNEWICK-PASCO—40,600 hslds. (0.1% of U.S.)** ADI: Yakima (122)												
	ABC audited newspapers												
	Pasco Tri-City Herald	—	E	2,408	8	—	W	H	4	—	N	Y	N
230.	**TYLER—40,500 hslds. (0.1% of U.S.)** ADI: Tyler (157)												
	ABC audited newspapers												
	Tyler Telegraph, Courier-Times	—	ME	2,408	8	B	W-Th	HS	4	—	N	N	N
	Telegraph	—	M	2,408	8	B	W-Th	HS	4	—	N	N	N
	Times	—	E	2,408	8	B	W-Th	HS	4	—	N	N	N
	—Dallas Morning News	CW	M	2,700	9	C	Th	HS	4	Belden	N	—	Y

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	HiFi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
231.	**WILLIAMSPORT—40,400 hslds. (0.1% of U.S.)**												
	ADI: Wilkes Barre-Scranton (40)												
	ABC audited newspapers												
	Williamsport Sun-Gazette	LA	E	1,785	6	F	W	H	4	—	N	N	N
232.	**TUSCALOOSA—39,900 hslds. (0.1% of U.S.)**												
	ADI: Tuscaloosa (189)												
	ABC audited newspapers												
	Tuscaloosa News	LA	E	2,408	8	—	W	HS	4	—	N	Y	—
	—Birmingham Post-Herald, News	NN	ME	2,772	9	C	W	HS	4	Belden	Y	N	Y
233.	**PETERSBURG-COLONIA HEIGHTS-HOPEWELL—39,800 hslds. (0.1% of U.S.)**												
	ADI: Richmond (56)												
	ABC audited newspapers												
	Petersburg Progress-Index	TN	E	2,709	9	B	W	H	4	—	N	Y	N
	Hopewell News	GA	E	2,408	8	—	W	HS	4	—	N	Y	N
	—Richmond-Times Dispatch, News-Leader	SF	ME	2,400	8	A	Th	HS	4	Belden	Y	Y	Y
	Other newspapers												
	Petersburg Progress-Index (S)	TN	E	2,709	9	B	W	H	4	—	N	Y	N
234.	**BAY CITY—39,100 hslds. (0.1% of U.S.)**												
	ADI: Flint-Saginaw-Bay City (57)												
	ABC audited newspapers												
	Bay City Times	NN	E	1,785	6	—	—	H	4	MOR	N	N	Y
	—Detroit Free Press	KR	M	2,400	8	A	W	—	4	Scarborough	Y	—	Y
235.	**ANNISTON—38,500 hslds. (0.1% of U.S.)**												
	ADI: Anniston (191)												
	ABC audited newspapers												
	Anniston Star	BN	E	2,408	8	—	W	H	4	Belden	N	—	Y
	—Birmingham Post-Herald, News	NN	ME	2,772	9	C	W	HS	4	Belden	Y	N	Y
236.	**GREELEY—38,000 hslds. (0.1% of U.S.)**												
	ADI: Denver (22)												
	ABC audited newspapers												
	Greeley Tribune & Republican	BN	E	2,408	8	—	W	HS	4	—	Y	Y	—
	—Denver Rocky Mountain News	SK	M	1,200	6	T	W	H	4	Belden	N	N	N
	—Denver Post	SF	E	2,790	9	C	W	H	4	Scarborough	Y	N	N
237.	**ST. JOSEPH—37,800 hslds. (0.1% of U.S.)**												
	ADI: Kansas City (27), St. Joseph (179)												
	ABC audited newspapers												
	St. Joseph Gazette, News-Press	BN	ME	1,806	6	E	W	H	4	—	Y	Y	N
	Gazette	BN	M	1,806	6	E	W	H	4	—	Y	Y	N
	News-Press	BN	E	1,806	6	E	W	H	4	—	Y	Y	N
	—Kansas City Star, Times	CW	ME	1,866	6	F	W-Th	H	4	Belden	Y	N	Y

238. LAFAYETTE-WEST LAFAYETTE—37,700 hslds. (Less than 0.1% of U.S.)

ADI: Lafayette, IN (193)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Lafayette Journal & Courier	GT	E	2,384	8	C	W	HS	4	—	Y	Y	Y
—Indianapolis Star, News	MN	ME	2,808	9	—	W	HS	4	Belden	N	Y	N

239. KOKOMO—36,700 hslds. (Less than 0.1% of U.S.)

ADI: Indianapolis (19)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Kokomo Tribune	BN	E	1,800	6	E	W-S	H	4	—	N	Y	N
—Indianapolis Star, News	MN	ME	2,808	9	—	W	HS	4	Belden	N	Y	N

240. PASCAGOULA-MOSS POINT—36,400 hslds. (Less than 0.1% of U.S.)

ADI: Mobile-Pensacola (61)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Pascagoula Mississippi Press	NN	E	1,960	9	C	W	HS	4	Own	Y	N	Y
—Biloxi-Gulfport Sun, Herald	BN	ME	2,772	9	B	Th	HS	4	Other	N	Y	N

241. BILLINGS—36,300 hslds. (Less than 0.1% of U.S.)

ADI: Billings (162)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Billings Gazette	BN	M	2,400	8	B	W	H	4	Magid	N	N	N

242. ODESSA—35,100 hslds. (Less than 0.1% of U.S.)

ADI: Odessa-Midland (150)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Odessa American	TP	E	2,709	9	—	Th	HS	4	—	Y	Y	—
—San Angelo Standard-Times	BN	ME	2,408	8	A	Th	HS	4	—	N	N	N

243. SIOUX FALLS—34,700 hslds. (Less than 0.1% of U.S.)

ADI: Sioux Falls-Mitchell (93)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Sioux Falls Argus Leader[1]	GT	E	1,806	6	F	W	HS	4	Other	Y	Y	N
—Minneapolis Star, Tribune	CW	ME	1,806	6	F	Th	HS	4	Other	Y	Y	Y

244. BURLINGTON, N.C.—34,300 hslds. (Less than 0.1% of U.S.)

ADI: Greensboro-Winston Salem-High Point (54)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Burlington Times-News	LA-SF	E	2,408	8	B	W	H	4	—	N	N	N
—Greensboro News, Record	BN	ME	2,709	9	C	Th	H	4	Other	Y	N	N

245. GADSDEN—34,300 hslds. (Less than 0.1% of U.S.)

ADI: Birmingham (51)

Rank SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
ABC audited newspapers												
Gadsden Times	LA	E	2,709	9	—	W	H	4	—	N	N	N
—Birmingham Post-Herald, News	NN	ME	2,772	9	C	W	HS	4	Belden	Y	N	Y

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[1] Now a morning newspaper.

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Spectacolor	ROP color	Audience data	Zone edition	TMC	Co-op rate
246.	**ELMIRA**—33,500 hslds. (Less than 0.1% of U.S.)												
	ADI: Elmira (161)												
	ABC audited newspapers												
	Elmira Star-Gazette	GT	AD	2,700	9	C	T	H	4	Other	N	N	Y
	—New York Daily News	NY-WA-CW	M	1,200	6	—	W-S	—	4	—	Y	N	Y
247.	**LEWISTON-AUBURN**—33,100 hslds. (Less than 0.1% of U.S.)												
	ADI: Portland-Poland Spring (78)												
	ABC audited newspapers												
	Lewiston Sun, Journal	LA	ME	2,709	9	—	T-W-Th	H	4	—	N	N	N
	Sun	LA	M	2,709	9	—	T-W-Th	H	4	—	N	N	N
	Journal	LA	E	2,709	9	—	T-W-Th	H	4	—	N	N	N
248.	**GRAND FORKS**—32,600 hslds. (Less than 0.1% of U.S.)												
	ADI: Fargo (102)												
	ABC audited newspapers												
	Grand Forks Herald	KR	E	2,408	8	C	W	H	4	3 Sigma	N	N	N
249.	**LAWTON**—32,600 hslds. (Less than 0.1% of U.S.)												
	ADI: Wichita Falls-Lawton (114)												
	ABC audited newspapers												
	Lawton Press, Constitution	SD	ME	1,806	6	E	W-Th	H	4	—	N	N	N
	Press	SD	M	1,806	6	E	Th	H	4	—	N	N	N
	Constitution	SD	E	1,806	6	E	W	H	4	—	N	N	N
	—Oklahoma City Oklahoman, Times	SF	ME	2,709	9	C	Th	HS	4	3 Sigma	Y	Y	Y
250.	**ALBANY, GA**—32,200 hslds. (Less than 0.1% of U.S.)												
	ADI: Albany, GA (149)												
	ABC audited newspapers												
	Albany Herald	LA	E	2,408	8	C	W	H	4	—	—	—	—
	—Atlanta Constitution, Journal	MN	ME	2,408	8	C	Th	—	4	3 Sigma	Y	—	Y
251.	**PANAMA CITY**—31,600 hslds. (Less than 0.1% of U.S.)												
	ADI: Panama City (180)												
	ABC audited newspapers												
	Panama City News-Herald	LA	M	2,408	8	—	W	HS	4	—	—	—	—
252.	**RAPID CITY**—30,600 hslds. (Less than 0.1% of U.S.)												
	ADI: Rapid City (167)												
	ABC audited newspapers												
	Rapid City Journal	CW	E	1,806	6	—	W	HS	4	—	N	N	N
253.	**KANKAKEE**—30,500 hslds. (Less than 0.1% of U.S.)												
	ADI: Chicago (3)												
	ABC audited newspapers												
	Kankakee Daily Journal	LA	E	1,806	6	—	W	HS	4	—	N	N	N
	—Chicago Tribune	CT-WA	AD	2,790	9	C	Th	HS	4	—	Y	Y	Y

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
254.	**ROCHESTER, MN**—30,400 hslds. (Less than 0.1% of U.S.) ADI: Rochester-Mason City-Austin (138)												
	ABC audited newspapers												
	Rochester Post-Bulletin	BN	E	1,806	6	—	W	—	4	MOR	Y	Y	N
	—Minneapolis Star, Tribune	CW	ME	1,806	6	F	Th	HS	4	Other	Y	Y	Y
255.	**BLOOMINGTON, IN**—30,300 hslds. (Less than 0.1% of U.S.) ADI: Indianapolis (19)												
	ABC audited newspapers												
	Bloomington Herald-Telephone	LA	E	2,352	8	A	W-S	HS	4	RMH	N	Y	Y
	—Indianapolis Star, News	MN	ME	2,808	9	—	W	HS	4	Belden	N	Y	N
	—Louisville Courier-Journal, Times	—	ME	1,800	6	—	W	HS	3	Belden	Y	Y	N
256.	**LACROSSE**—30,300 hslds. (Less than 0.1% of U.S.) ADI: LaCrosse-Eau Claire (127)												
	ABC audited newspapers												
	La Crosse Tribune	BN	E	2,432	8	A	T	H	4	Magid	N	N	N
	—Minneapolis Star, Tribune	CW	ME	1,806	6	F	Th	HS	4	Other	Y	Y	Y
257.	**SHERMAN-DENISON**—30,200 hslds. (Less than 0.1% of U.S.) ADI: Dallas-Fort Worth (10)												
	ABC audited newspapers												
	Sherman Democrat	TD	E	2,408	8	A	W	HS	4	—	Y	Y	—
	Denison Herald	BN	E	2,376	8	B	Th	HS	4	—	Y	Y	—
	—Dallas Morning News	CW	M	2,700	9	C	Th	HS	4	Belden	N	—	Y
258.	**COLUMBIA, MO**—29,000 hslds. (Less than 0.1% of U.S.) ADI: Columbia-Jefferson City (139)												
	ABC audited newspapers												
	Columbia Daily Tribune	SD	E	1,764	6	—	W	H	4	—	N	Y	N
	—Kansas City Star, Times	CW	ME	1,866	6	F	W-Th	H	4	Belden	Y	N	Y
259.	**DUBUQUE**—29,000 hslds. (Less than 0.1% of U.S.) ADI: Cedar Rapids-Waterloo (70)												
	ABC audited newspapers												
	Dubuque Telegraph-Herald	BN	E	2,436	8	B	—	H	4	Own	N	Y	N
	—Des Moines Register, Tribune	CW	ME	1,878	6	F	Th	H	4	Belden	Y	N	Y
260.	**GREAT FALLS**—28,800 hslds. (Less than 0.1% of U.S.) ADI: Great Falls (175)												
	ABC audited newspapers												
	Great Falls Tribune	CW	M	1,806	6	E	W	H	4	—	N	N	Y
261.	**SAN ANGELO**—28,200 hslds. (Less than 0.1% of U.S.) ADI: San Angelo (198)												
	ABC audited newspapers												
	San Angelo Standard-Times	BN	ME	2,408	8	A	Th	HS	4	—	N	N	N
	Standard-Times	BN	M	2,408	8	A	Th	HS	4	—	N	N	N
	Standard-Times	BN	E	2,408	8	A	Th	HS	4	—	N	N	N

Rank	SMSA Name Newspaper	Rep	Edition	Lines/ Page	Ad cols	ADS code	Best food day	Hifi/ Specta-color	ROP color	Audience data	Zone edition	TMC	Co-op rate
262.	**PINE BLUFF—27,800 hslds. (Less than 0.1% of U.S.)** ADI: Little Rock (55)												
	ABC audited newspapers												
	Pine Bluff Commercial	AD	E	2,520	8	A	W-Th-S	H	4	—	N	N	N
	—Little Rock Arkansas Gazette	SF	M	2,424	8	A	W	H	4	—	Y	N	N
263.	**OWENSBORO—27,300 hslds. (Less than 0.1% of U.S.)** ADI: Evansville (87)												
	ABC audited newspapers												
	Owensboro Messenger-Inquirer	SK	M	2,352	8	A	W-Th	H	4	—	N	Y	N
	—Louisville Courier-Journal, Times	—	ME	1,800	6	—	W	HS	3	Belden	Y	Y	N
264.	**BRYAN-COLLEGE STATION—25,600 hslds. (Less than 0.1% of U.S.)** ADI: Waco-Temple (100)												
	Other newspapers												
	Bryan Eagle (S)	BN	E	2,408	8	—	W-S	HS	4	—	N	Y	Y
265.	**MIDLAND—25,000 hslds. (Less than 0.1% of U.S.)** ADI: Odessa-Midland (150)												
	ABC audited newspapers												
	Midland Reporter-Telegram	TP	E	2,709	9	B	Th	HS	4	—	N	N	N
	—San Angelo Standard-Times	BN	ME	2,408	8	A	Th	HS	4	—	N	N	N
266.	**BISMARCK, ND—24,400 hslds. (Less than 0.1% of U.S.)** ADI: Minot-Bismark-Dickinson (143)												
	ABC audited newspapers												
	Bismarck Tribune	BN	E	1,806	6	D	W	HS	4	—	Y	Y	—
267.	**LAREDO—23,700 hslds. (Less than 0.1% of U.S.)** ADI: Laredo (204)												
	ABC audited newspapers												
	Laredo Times	TP	E	2,352	8	—	W	HS	4	—	N	Y	N
	Laredo News	LA	M	2,352	8	—	Th	HS	4	—	Y	N	N
268.	**LAWRENCE, KS—22,600 hslds. (Less than 0.1% of U.S.)** ADI: Kansas City (27)												
	ABC audited newspapers												
	Lawrence Journal World	SD	E	2,352	8	A	W	H	4	—	N	N	N
	—Kansas City Star, Times	CW	ME	1,866	6	F	W-Th	H	4	Belden	Y	N	Y
	—Topeka Daily Capital, State Journal	BN	ME	1,848	6	E	W-Th	H	4	Other	N	N	N
269.	**VICTORIA—20,000 hslds. (Less than 0.1% of U.S.)** ADI: Victoria (207)												
	ABC audited newspapers												
	Victoria Advocate	TP	M	2,408	8	—	Th	HS	4	—	N	N	N

SUNDAY CIRCULATION BY SMSA

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
1.	**NEW YORK—3,581,400 hslds. (4.7% of U.S.)** ADI: New York (1)										
	ABC audited newspapers										
	New York Sunday News	NY-WA-CW	2,610,917	1,450,734	40.5	40.5	14.14	2	M-O	M	—
	New York Times	NT	1,455,223	593,964	16.6	57.1	8.30	3	L	N	—
	Westchester-Rockland Newspapers	GT	192,501	191,154	5.3	—	2.83	1m	F-L	P	—
	Bergen County (NJ) Sunday Record	SF	219,516	187,042	5.2	62.3	1.37	1	P	P	—
	Staten Island Sunday Advance	NN	76,765	76,101	2.1	64.4	.80	3	P	P	158
	Rockland Journal News	GT	35,072	34,908	1.0	65.4	z	1m	F-L	P	164
	White Plains Reporter Dispatch	GT	34,583	34,424	1.0	66.4	z	1m	F-L	P	164
	Yonkers Herald Statesman	GT	31,191	31,146	.9	67.3	z	1m	F-L	P	164
	Mt. Vernon Argus	GT	13,391	13,379	.4	67.7	z	1m	F-L	P	164
	New Rochelle Standard Star	GT	13,195	12,889	.4	68.1	z	1m	F-L	P	164
	Peekskill Sunday Star	GT	12,323	12,257	.3	68.4	.24*	1m	F	O	164
	Port Chester Item	GT	9,841	8,475	.2	68.6	z	1m	F-L	P	164
	Ossining Citizen Register	GT	7,566	7,555	.2	68.8	z	1m	F-L	P	164
	Mamaroneck Daily Times	GT	6,312	6,291	.2	69.0	z	1m	F-L	P	164
	Tarrytown Daily News	GT	4,815	4,783	.1	69.1	z	1m	F-L	P	164
2.	**LOS ANGELES-LONG BEACH—2,709,500 hslds. (3.6% of U.S.)** ADI: Los Angeles (2)										
	ABC audited newspapers										
	Los Angeles Times	LT-LC	1,307,036	871,850	32.2	32.2	7.11	1m	L	O	—
	Los Angeles Herald-Examiner	HS	317,283	250,823	9.3	41.5	4.30	2	A-T-L	P	—
	Long Beach Independent, Press Telegram	KR	134,673	119,253	4.4	45.9	1.37*	1	P	P	—
	Los Angeles Daily Breeze	SF	96,252	96,141	3.5	49.4	.97	1	F-T	P	34
	San Gabriel Valley Daily Tribune	CW	69,493	69,396	2.6	52.0	.82	—	F	P	—
	Pasadena Star News	KR	49,307	48,987	1.8	53.8	.86*	3	P	P	—
	Pomona Progress Bulletin	WD	43,774	27,256	1.0	54.8	.55	1	F	P	119
	Los Angeles La Opinion	—	23,082	18,787	.7	55.5	.57*	2	L	O	—
	Other newspapers										
	Los Angeles Valley News (V)	SF	236,345	236,345	—	—	1.40	2	P	M	—

LEGEND TO SUNDAY NEWSPAPER CIRCULATION DATA

Market rankings and number of households: Estimated by ABC as of October, 1979. For an alphabetical list of markets, see pages 68 and 166.

ABC: Audit Bureau of Circulations.

C: Certified Audit of Circulations.

V: Verified Audit Circulation.

S: Sworn publisher's statement.

Rep: National newspaper advertising representative. Key to code is on pages 70 and 167.

Circulations: Circulation for ABC audited newspapers is as of October, 1979 based upon each paper's latest audit and is for newspapers published on Sundays only. Other circulation was supplied by the individual newspapers. Spill-in circulation of 5% coverage or better is indicated by a dash (—) preceding the newspaper at the end of the market.

Coverage: Percent of household penetration.

Cumulative Coverage: The coverage figures for the individual newspapers in each market are cumed together for easy reference.

Open Line Rate: Rates supplied by the individual newspapers or their representatives. x = newspaper is sold only in combination. Individual rates not available. z = newspaper is sold in combination but individual paper's rate is available only on request from the publisher or representative. An asterisk (*) indicates that a rate increase is expected before the end of 1980.

Newsplan: Indicates whether or not a newspaper is part of NAB's Newsplan discount program. 1 = Newspaper went from flat rate to discount. 2 = Newsplan discount is greater than previous discount. 3 = Newsplan discount is the same as the previous discount. m = Modular units are required.

Supp: F = Family Weekly; P = Parade; M = Metro Sunday; A = All In Style; L = Locally edited; O = Other; T = Travel Illustrated (suspended).

Comic section: M = Metro Sunday Comics; P = Puck; O = Other; N = None.

Group membership: Buying groups of which the newspaper is a member. A list of the groups and their assigned numbers can be found on pages 114 and 233.

Dagger (†): SMSA is in more than one ADI.

Dash (—): None; not applicable; no information available.

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
3.	**CHICAGO**—2,431,700 hslds. (3.2% of U.S.) ADI: Chicago (3)										
	ABC audited newspapers										
	Chicago Tribune	CT-WA	1,150,327	957,221	39.4	39.4	8.38	2	M	M	——
	Chicago Sun Sunday Times	CS	693,200	651,047	26.8	66.2	5.54*	2	P-M	P	——
	Joliet Herald-News	SF	51,835	48,279	2.0	68.2	.65	—	F	M	64
	Aurora Beacon-News	SF	44,384	37,424	1.5	69.7	.63	1	F	O	64
	Elgin Sunday Courier News	SF	37,279	36,845	1.5	71.2	.61	—	F	O	64
	Other newspapers										
	Chicago Sunday Southtown Economist (V)	US	48,154	—	—	—	.47	2	—	O	——
4.	**PHILADELPHIA**—1,626,400 hslds. (2.2% of U.S.) ADI: Philadelphia (4)										
	ABC audited newspapers										
	Philadelphia Inquirer	KR	836,539	689,965	42.4	42.4	7.34	3	M	M	——
	Philadelphia Bulletin	MN	597,336	488,830	30.1	72.5	6.21*	3	P-L	P-M	——
	Levittown Bucks County Courier Times	LA	62,880	62,675	3.9	76.4	.86	—	L	—	140-17-115
	Willingboro Burlington County Times	LA-RH	35,373	35,232	2.2	78.6	.68	—	L	O	17-140
	Woodbury Gloucester County Times	LA-HH	25,517	25,102	1.5	80.1	.49	1m	L	O	140-137
5.	**DETROIT**—1,456,900 hslds. (1.9% of U.S.) ADI: Detroit (7)										
	ABC audited newspapers										
	Detroit News	MN	818,801	750,459	51.5	51.5	5.62	2	L	O	——
	Detroit Free Press	KR	717,213	462,911	31.8	83.3	4.76	3	P-M-T-L	P	——
	Port Huron Times Herald	GT	34,273	28,329	1.9	85.2	.48*	1	F-L	M	55
6.	**BOSTON-LOWELL-BROCKTON-LAWRENCE-HAVERHILL**—1,330,900 hslds. (1.8% of U.S.) ADI: Boston (6)										
	ABC audited newspapers										
	Boston Globe	MN	643,960	516,489	38.8	38.8	4.25	3m	P-M	M	——
	Boston Herald American	HS	396,116	278,858	21.0	59.8	3.35	3	L	P	——
	Lawrence Sunday Eagle-Tribune	SK	49,635	49,210	3.7	63.5	.51	1	F	O	11
	Lowell Sunday Sun	SK	45,598	44,122	3.3	66.8	.50	1	F-L	M	11
	Middlesex News	LA	48,318	42,809	3.2	70.0	.50	1	F	O	11
7.	**SAN FRANCISCO-OAKLAND**—1,224,200 hslds. (1.6% of U.S.) ADI: San Francisco (5), Sacramento-Stockton (24)										
	ABC audited newspapers										
	San Francisco Examiner & Chronicle	SF	665,821	444,932	36.3	36.3	4.54	1	L	P	——
	Oakland Tribune	GT	190,306	185,160	15.1	51.4	1.61	1	P	P	——
	Hayward Daily Review	—	39,567	39,471	3.2	54.6	.61	—	L	O	59
	Fremont-Newark Argus	—	16,530	16,470	1.3	55.9	.36*	—	L	O	59
	Antioch Ledger	CW-US	13,063	12,959	1.1	57.0	.30	—	F	N	19
	Livermore Tri-Valley Herald	—	12,788	12,732	1.0	58.0	.33*	—	O	O	59
	Other newspapers										
	Walnut Creek Contra Costa Times (V)	US-CW	100,143	100,143	—	—	.90	—	F	O	——
	Richmond-Berkeley Independent & Gazette (S)[1]	LA-US	50,500	—	—	—	.61	—	L	N	159
	Pleasanton Valley Times (V)	US-CW	30,312	30,312	—	—	.35	—	F	O	19-159
	Pittsburg Sunday Post Dispatch (V)	CW	12,535	—	—	—	.23*	—	F	O	19

[1] Richmond-Berkeley Independent & Gazette is now ABC-audited.

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plus	Supp	Comic section	Group number
8.	**WASHINGTON, DC—1,053,000 hslds. (1.4% of U.S.)**										
	ADI: Washington, DC (8)										
	ABC audited newspapers										
	Washington Post	SF	793,608	656,520	62.3	62.3	6.70	2m	P-A-T-L	M	—
	Washington Star	MN	312,269	287,315	27.3	89.6	3.65	3	M	M	—
9.	**DALLAS-FORT WORTH—943,300 hslds. (1.2% of U.S.)**										
	ADI: Dallas-Fort Worth (10)										
	ABC audited newspapers										
	Dallas Times Herald	BN	337,771	316,021	33.5	33.5	1.99	1	P-M-A-T	P	—
	Dallas Morning News	CW	344,587	271,015	28.7	62.2	2.04	1	L	M	—
	Fort Worth Star-Telegram	SF	244,163	223,517	23.7	85.9	1.70	1m	P	P	—
	Denton Record-Chronicle	TP	16,167	15,769	1.7	87.6	.26	1	F-O	N	159
	Irving Daily News	US	12,491	12,463	1.3	88.9	.33	1	—	N	159-99
	Garland Sunday News	US	12,261	12,228	1.3	90.2	.355	1	—	N	99
	Hurst Mid Cities Daily News	US	8,909	8,882	.9	91.1	.40*	1	—	—	99-159
	Grand Prairie Daily News	US	8,324	8,313	.9	92.0	.42	1	—	—	159-99
	Richardson Daily News	US	7,577	7,568	.8	92.8	.35	1	—	—	159-99
	Other newspapers										
	Weatherford Democrat (S)	TP	6,150	—	—	—	.18*	1m	—	—	—
10.	**HOUSTON—881,200 hslds. (1.2% of U.S.)**										
	ADI: Houston (12)										
	ABC audited newspapers										
	Houston Chronicle	SF	417,544	364,958	41.4	41.4	2.55*	2	M-T-L	M	—
	Houston Post	BN	360,014	304,066	34.5	75.9	2.47*	3	P-A	P	—
	Conroe Montgomery County Daily Courier	US	10,557	10,380	1.2	77.1	.32	—	—	—	159
	Other newspapers										
	Pasadena Citizen (V)	US	13,365	—	—	—	.30	1	L	O	—
	Angleton Times (V)	—	5,246	—	—	—	.17*	—	—	—	159
11.	**NASSAU-SUFFOLK—817,500 hslds. (1.1% of U.S.)**										
	ADI: New York (1)										
	ABC audited newspapers										
	Long Island Sunday Newsday	—	513,262	474,624	58.1	58.1	4.44	1m	L	P	—
	—New York Sunday News	NY-WA-CW	2,610,917	301,609	36.9	95.0	14.14	2	M-O	M	—
	—New York Times	NT	1,455,223	142,318	17.4	112.4	8.30	3	L	N	—
12.	**ST. LOUIS—815,300 hslds. (1.1% of U.S.)**										
	ADI: St. Louis (13)										
	ABC audited newspapers										
	St. Louis Post-Dispatch	NN	441,866	379,714	46.6	46.6	3.10*	2	M-P-L	M	182
	St. Louis Globe-Democrat	NN	272,218	211,925	26.0	72.6	2.13*	2	L-M	P	182
	Belleville News-Democrat	BN	32,804	32,222	4.0	76.6	.61*	1	F-L	O	130-131
13.	**PITTSBURGH—792,600 hslds. (1.0% of U.S.)**										
	ADI: Pittsburgh (11)										
	ABC audited newspapers										
	Pittsburgh Press Sunday Edition	—	665,841	515,116	65.0	65.0	4.07	—	P-M-L	M	—
	Beaver County Times	LA	44,816	44,517	5.6	70.6	.75	—	—	O	113-117-115
	Greensburg Sunday Tribune-Review	LA	54,943	43,903	5.5	76.1	.55*	—	F-L	O	113

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
14.	**BALTIMORE**—712,400 hslds. (0.9% of U.S.) ADI: Baltimore (20)										
	ABC audited newspapers										
	Baltimore Sun	CW	364,127	334,885	47.0	47.0	2.92	—	M-L	M	——
	Baltimore News American	HS	241,665	219,491	30.8	77.8	2.35	1	P	P	——
15.	**MINNEAPOLIS-ST. PAUL**—684,500 hslds. (0.9% of U.S.) ADI: Minneapolis-St. Paul (14)										
	ABC audited newspapers										
	Minneapolis Sunday Tribune	CW	610,744	387,367	56.6	56.6	4.92*	1	M	O	——
	St. Paul Sunday Pioneer Press	KR	241,318	181,734	26.5	83.1	2.40	3	P	M	——
16.	**NEWARK, NJ**—674,600 hslds. (0.9% of U.S.) ADI: New York (1)										
	ABC audited newspapers										
	Newark Sunday Star-Ledger	NN	576,221	359,621	53.3	53.3	3.50	3	P	P	158
	Morristown Daily Record	—	63,428	58,596	8.7	62.0	.70	—	O	O	——
	Dover Sunday Advance	DN	13,173	9,837	1.5	63.5	.57	—	F	O	44
	—New York Sunday News	NY-WA-CW	2,610,917	105,615	15.7	79.2	14.14	2	M-O	M	——
	—New York Times	NT	1,455,223	85,909	12.7	91.9	8.30	3	L	N	——
17.	**CLEVELAND**—670,500 hslds. (0.9% of U.S.) ADI: Cleveland (9)										
	ABC audited newspapers										
	Cleveland Plain Dealer	NN	453,016	389,252	58.1	58.1	2.70	3	M-L	M	——
	Willoughby Lake County News-Herald	BN	31,162	30,943	4.6	62.7	.33*	1	F-L	O	73
	Painesville Sunday Paper	LA	45,890	22,566	3.4	66.1	x	—	L	N	128-35
18.	**ANAHEIM-SANTA ANA-GARDEN GROVE**—649,800 hslds. (0.9% of U.S.) ADI: Los Angeles (2)										
	ABC audited newspapers										
	Santa Ana Register	SK	236,001	224,698	34.6	34.6	1.71	1	F-T	P	110
	Orange Coast Pilot	CW	45,040	44,907	6.9	41.5	.60	—	F	M	——
	—Los Angeles Times	LT-LC	1,307,036	208,412	32.1	73.6	7.11	1m	L	O	——
19.	**ATLANTA**—635,700 hslds. (0.8% of U.S.) ADI: Atlanta (16)										
	ABC audited newspapers										
	Atlanta Journal-Constitution	MN	536,682	389,824	61.3	61.3	3.12	1m	M	M	——
	Marietta Daily Journal	LA-US	26,811	26,564	4.2	65.5	.41	—	L	O	——
	Gwinnett News	US	16,663	16,454	2.6	68.1	.38	1	O	O	159
20.	**SAN DIEGO**—598,400 hslds. (0.8% of U.S.) ADI: San Diego (29)										
	ABC audited newspapers										
	San Diego Union	SF	323,815	318,619	53.2	53.2	2.55	1	P	M	——
	Escondido Times-Advocate	CW	32,471	32,352	5.4	58.6	.40	1m	L	O	178
	Oceanside Blade-Tribune	CW-US	25,997	25,882	4.3	62.9	.37	1m	L	M	178-159
	—Los Angeles Times	LT-LC	1,307,036	47,411	7.9	70.8	7.11	1m	L	O	——

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
21.	**TAMPA-ST. PETERSBURG—583,000 hslds. (0.8% of U.S.)** ADI: Tampa-St. Petersburg (17)										
	ABC audited newspapers										
	St. Petersburg Sunday Times	SK	247,974	233,002	40.0	40.0	1.70*	1	P-M-L	M	——
	Tampa Tribune & Times	SF-PF	212,911	166,012	28.5	68.5	1.62	1	P	M	——
	Clearwater Sun	BN-PF	45,113	44,814	7.7	76.2	.53	—	F-O	O	145
22.	**MIAMI—553,600 hslds. (0.7% of U.S.)** ADI: Miami (15)										
	ABC audited newspapers										
	Miami Herald	KR-PF	524,671	311,036	56.2	56.2	6.14	3	L	M	——
	Other newspapers										
	Miami Diario Las Americas (S)	—	55,443	—	—	—	.70	3	—	—	——
23.	**SEATTLE-EVERETT—527,900 hslds. (0.7% of U.S.)** ADI: Seattle-Tacoma (18)										
	ABC audited newspapers										
	Seattle Times	CW	339,526	292,676	55.4	55.4	3.15	3	M-T-L	M	——
	Seattle Post-Intelligencer	HS	232,604	157,278	29.8	85.2	2.07*	2	P	P	——
24.	**DENVER-BOULDER—519,400 hslds. (0.7% of U.S.)** ADI: Denver (22)										
	ABC audited newspapers										
	Denver Post	SF	350,373	262,791	50.6	50.6	2.13	2	M-L	M	——
	Denver Rocky Mountain News	SK	277,203	226,433	43.6	94.2	1.55*	1	P	P	——
	Boulder Camera	KR	30,445	29,723	5.7	99.9	.37*	1	L	O	——
25.	**MILWAUKEE—481,500 hslds. (0.6% of U.S.)** ADI: Milwaukee (26)										
	ABC audited newspapers										
	Milwaukee Journal	MN	533,132	372,460	77.4	77.4	3.50	3m	M	M	——
26.	**CINCINNATI—467,300 hslds. (0.6% of U.S.)** ADI: Cincinnati (25)										
	ABC audited newspapers										
	Cincinnati Enquirer	GT	288,344	246,600	52.8	52.8	2.10	3	M-L	M	183
27.	**KANSAS CITY—462,400 hslds. (0.6% of U.S.)** ADI: Kansas City (27)										
	ABC audited newspapers										
	Kansas City Star	CW	402,472	311,832	67.4	67.4	3.10	1m	M-L	O	——
	Kansas City Kansan	BN	22,291	21,808	4.7	72.1	.49	1	—	—	——
	Other newspapers										
	Olathe Daily News (S)	—	10,290	—	—	—	.24	1m	—	M	——
28.	**RIVERSIDE-SAN BERNARDINO-ONTARIO—45[illegible],700 hslds. (0.6% of U.S.)** ADI: Los Angeles (2), Phoenix (33), Palm Springs (186)										
	ABC audited newspapers										
	Riverside Press-Enterprise	SF	104,580	104,[illegible]87	22.7	22.7	.96	1	P	P	——

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	RIVERSIDE CONTINUED										
	San Bernardino Sun	GT	87,187	86,299	18.8	41.5	.88	1	P	P	——
	Ontario Daily Report	WD	32,781	32,550	7.1	48.6	.45	1	F	P	119
	Victor Valley Press	WD	12,796	12,608	2.7	51.3	.26	1	—	—	——
	—Los Angeles Times	LT-LC	1,307,036	71,075	15.5	66.8	7.11	1m	L	O	——
29.	**PHOENIX—452,600 hslds. (0.6% of U.S.)**										
	ADI: Phoenix (33)										
	ABC audited newspapers										
	Phoenix Arizona Republic	SK	362,054	308,716	68.2	68.2	2.10	1	M	M	——
	Mesa Tribune	BN	23,926	22,868	5.1	73.3	.27	—	—	—	6
30.	**BUFFALO—446,900 hslds. (0.6% of U.S.)**										
	ADI: Buffalo (28)										
	ABC audited newspapers										
	Buffalo Courier-Express	CW	259,296	221,891	49.7	49.7	1.90	1	P-M	M	——
	Buffalo News	SK	157,781	141,823	31.7	81.4	1.40	2	M	P	——
	Niagara Falls Gazette	—	33,022	31,966	7.2	88.6	.45	1	F	—	——
31.	**PORTLAND, OR—427,600 hslds. (0.6% of U.S.)**										
	ADI: Portland, OR (21)										
	ABC audited newspapers										
	Portland Sunday Oregonian	NN	409,286	272,694	63.8	63.8	2.03*	3	P-L	P	——
	Vancouver Columbian	—	43,048	41,359	9.7	73.5	.80	—	F-L	O	——
32.	**SAN JOSE—420,900 hslds. (0.6% of U.S.)**										
	ADI: San Francisco (5)										
	ABC audited newspapers										
	San Jose Mercury-News	KR	253,732	225,028	53.5	53.5	1.85	3	P-M-A-T-L-O	M	——
	—San Francisco Examiner & Chronicle	SF	665,821	50,709	12.0	65.5	4.54	1	L	P	——
33.	**INDIANAPOLIS—398,700 hslds. (0.5% of U.S.)**										
	ADI: Indianapolis (19)										
	ABC audited newspapers										
	Indianapolis Sunday Star	MN	357,036	262,125	65.7	65.7	2.28	2m	M	M	——
34.	**NEW ORLEANS—384,400 hslds. (0.5% of U.S.)**										
	ADI: New Orleans (36)										
	ABC audited newspapers										
	New Orleans Times-Picayune	NN	317,744	258,723	67.3	67.3	1.62*	3	L	O	——
	Slidell Daily Sentry News	—	5,245	5,154	1.3	68.6	.18	—	—	O	——
35.	**COLUMBUS, OH—373,100 hslds. (0.5% of U.S.)**										
	ADI: Columbus, OH (32)										
	ABC audited newspapers										
	Columbus Dispatch	CW	334,286	259,698	69.6	69.6	1.57*	1	M	M	——
36.	**FORT LAUDERDALE-HOLLYWOOD—364,200 hslds. (0.5% of U.S.)**										
	ADI: Miami (15)										
	ABC audited newspapers										
	Fort Lauderdale News & Sun Sentinel	CW-PF	159,100	141,912	39.0	39.0	1.82*	1	P-T	M	——
	—Miami Herald	KR-PF	524,671	111,574	30.6	69.6	6.14	3	L	M	——

37. HARTFORD-NEW BRITAIN-BRISTOL—361,800 hslds. (0.5% of U.S.)
ADI: Hartford-New Haven (23)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Hartford Courant	MN	279,401	238,923	66.0	66.0	1.89	—	P-L-M	P	——

38. SACRAMENTO—334,800 hslds. (0.4% of U.S.)
ADI: Sacramento-Stockton (24), Reno (148)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Sacramento Bee	CW	209,914	162,051	48.4	48.4	1.57*	—	P-O	M	——
Sacramento Union	BN	107,240	96,153	28.7	77.1	1.08*	3	F	P	——
—San Francisco Examiner & Chronicle	SF	665,821	16,955	5.1	82.2	4.54	1	L	P	——

39. ROCHESTER, NY—328,500 hslds. (0.4% of U.S.)
ADI: Buffalo (28), Rochester, NY (69)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Rochester Democrat & Chronicle	GT	228,493	216,271	65.8	65.8	2.35	3	M	M	——

40. SAN ANTONIO—325,400 hslds. (0.4% of U.S.)
ADI: San Antonio (49)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
San Antonio Light	HS	178,965	152,178	46.8	46.8	1.42	1	P-L-O	P	——
San Antonio Express-News	BN	176,081	142,721	43.9	90.7	1.42	2	F	—	——

41. LOUISVILLE—304,100 hslds. (0.4% of U.S.)
ADI: Louisville (43)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Louisville Courier-Journal	—	346,631	226,998	74.6	74.6	3.13	3	M-L	M	——
New Albany Ledger Tribune	TN	11,490	10,655	3.5	78.1	.22	—	F	O	——

42. PROVIDENCE-WARWICK-PAWTUCKET—298,400 hslds. (0.4% of U.S.)
ADI: Providence (31)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Providence Sunday Journal	CW	222,016	188,702	63.2	63.2	2.12	2m	M	M	——
Westerly Sun	LA	10,855	7,727	2.6	65.8	.23*	—	—	N	122

43. MEMPHIS—290,800 hslds. (0.4% of U.S.)
ADI: Memphis (34)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Memphis Commercial Appeal	SK	284,995	184,605	63.5	63.5	2.75	1	M	M	——

44. OKLAHOMA CITY—286,000 hslds. (0.4% of U.S.)
ADI: Oklahoma City (38)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Oklahoma City Sunday Oklahoman	SF	286,724	187,801	65.7	65.7	2.75	—	P	M	——
Oklahoma City Journal	LA-US	42,123	39,251	13.7	79.4	.64	—	L	O	159
Norman Transcript	LA	15,961	15,480	5.4	84.8	.18	1	—	N	4
Shawnee News-Star	SD	15,120	12,617	4.4	89.2	.25*	1	L	N	——

45. DAYTON—285,700 hslds. (0.4% of U.S.)
ADI: Dayton (47)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Dayton News	SF	221,919	192,553	67.4	67.4	2.88	1	P-L	P	42
Troy Miami Valley Sun News	—	13,306	12,801	4.5	71.9	.40	—	L	O	—

46. BIRMINGHAM—282,800 hslds. (0.4% of U.S.)
ADI: Birmingham (51)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Birmingham News	NN	215,682	165,250	58.4	58.4	1.38	1	P	—	—

47. ALBANY-SCHENECTADY-TROY—281,000 hslds. (0.4% of U.S.)
ADI: Albany-Schenectady-Troy (45)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Albany Times Union	HS	146,344	110,962	39.5	39.5	1.65*	1	F-P	P	—
Troy Sunday Record	—	44,707	43,633	15.5	55.0	.45*	1	F	M	—
Saratoga Springs Saratogian	GT	17,281	13,753	4.9	59.9	.43	1	F	O	3
—New York Sunday News	NY-WA-CW	2,610,917	41,463	14.8	74.7	14.14	2	M-O	M	—

48. BRIDGEPORT-STAMFORD-NORWALK-DANBURY—272,200 hslds. (0.4% of U.S.)
ADI: New York (1)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Bridgeport Sunday Post	LA	95,648	85,998	31.6	31.6	.80	1	P	O	48
Danbury News-Times	BN	41,069	32,872	12.1	43.7	.60	1	F	—	—
—New York Sunday News	NY-WA-CW	2,610,917	56,302	20.7	64.4	14.14	2	M-O	M	—
—New York Times	NT	1,455,223	54,706	20.1	84.5	8.30	3	L	N	—

49. NASHVILLE-DAVIDSON—271,700 hslds. (0.4% of U.S.)
ADI: Nashville (30)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Murfreesboro Daily News Journal	LA	13,169	12,817	4.7	4.7	.36*	1	L	O	96
Other newspapers										
Nashville Tennessean (S)[1]	GT	248,364	—	—	—	1.55	3	P-L	M	—

50. GREENSBORO-WINSTON-SALEM-HIGH POINT—269,900 hslds. (0.4% of U.S.)
ADI: Greensboro-Winston Salem-High Point (54)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Greensboro Daily News	BN	113,934	80,714	29.9	29.9	1.19	1	P	O	—
Winston-Salem Journal	SF	96,376	73,939	27.4	57.3	1.26	1	P	O	—
High Point Sunday Enterprise	LA-SF	30,704	30,481	11.3	68.6	.46	1	F	O	114-71
Asheboro Courier-Tribune	LA	13,709	12,987	4.8	73.4	.26	—	—	—	—

51. TOLEDO—268,900 hslds. (0.4% of U.S.)
ADI: Detroit (7), Toledo (59)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Toledo Blade	—	210,145	168,861	62.8	62.8	1.45	2m	M	P	—

52. SALT LAKE CITY-OGDEN—266,400 hslds. (0.4% of U.S.)
ADI: Salt Lake City (46)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Salt Lake Tribune	—	178,750	139,067	52.2	52.2	1.34	1	L	M	—
Ogden Standard Examiner	CW	49,651	44,070	16.5	68.7	.45	1	F	—	—

[1] Nashville Tennessean will be ABC-audited in Fall, 1980.

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
53.	**NEW HAVEN-WEST HAVEN-WATERBURY-MERIDEN—263,800 hslds. (0.3% of U.S.)**										
	ADI: Hartford-New Haven (23)										
	ABC audited newspapers										
	New Haven Register	SF	138,196	127,077	48.2	48.2	1.04*	—	P-L	P	——
	Waterbury Sunday Republican	CW	67,914	46,463	17.6	65.8	.91	3	F-L	M	——
	Milford Citizen	LA-US	8,763	8,590	3.3	69.1	.34	1	—	—	159
	—New York Sunday News	NY-WA-CW	2,610,917	28,524	10.8	79.9	14.14	2	M-O	M	——
	—New York Times	NT	1,455,223	15,289	5.8	85.7	8.30	3	L	N	——
54.	**NORFOLK-VIRGINIA BEACH-PORTSMOUTH—243,900 hslds. (0.3% of U.S.)**										
	ADI: Norfolk-Portsmouth-Newport News-Hampton (50)										
	ABC audited newspapers										
	Norfolk Virginian Pilot & Ledger Star	—	198,512	179,659	73.7	73.7	1.62	1	P	M	——
	Suffolk News-Herald	—	7,962	7,127	2.9	76.6	.195	1m	F	O	——
55.	**JACKSONVILLE—237,000 hslds. (0.3% of U.S.)**										
	ADI: Jacksonville (68)										
	ABC audited newspapers										
	Jacksonville Florida Times-Union	BN-PF	186,440	156,068	65.9	65.9	2.11	—	P	M	——
56.	**HONOLULU—231,500 hslds. (0.3% of U.S.)**										
	ADI: Unclassified (213)										
	ABC audited newspapers										
	Honolulu Star Bulletin & Advertiser	GT	201,681	174,666	75.4	75.4	1.385	2	P	P	——
57.	**NORTHEAST PENNSYLVANIA—229,200 hslds. (0.3% of U.S.)**										
	ADI: Wilkes Barre-Scranton (40)										
	ABC audited newspapers										
	Wilkes-Barre Sunday Independent	LA	57,991	55,995	24.4	24.4	.83	—	P	O	——
	Scranton Sunday Times	SF	48,801	44,981	19.6	44.0	.73	1	F	P	——
	Scrantonian	LA	49,941	43,002	18.8	62.8	.68*	—	P	P	——
	—New York Sunday News	NY-WA-CW	2,610,917	44,372	19.4	82.2	14.14	2	M-O	M	——
58.	**TULSA—227,500 hslds. (0.3% of U.S.)**										
	ADI: Tulsa (52)										
	ABC audited newspapers										
	Tulsa World	BN	211,198	161,429	71.0	71.0	1.90	1	P-L	M	——
	Other newspapers										
	Sapulpa Herald (S)	SD	8,911	—	—	—	.15*	1	—	—	——
	Pryor Daily Times (S)	LA	4,443	—	—	—	.15*	2	L	O	——
59.	**ALLENTOWN-BETHLEHEM-EASTON—225,200 hslds. (0.3% of U.S.)**										
	ADI: Philadelphia (4), Wilkes Barre-Scranton (40)										
	ABC audited newspapers										
	Allentown Sunday Call-Chronicle	SK	156,720	134,738	59.8	59.8	1.21	1	P	P	——
	—New York Sunday News	NY-WA-CW	2,610,917	18,787	8.3	68.1	14.14	2	M-O	M	——
	Other newspapers										
	Easton Wilson Express/Sunday (S)	SK	53,500	44,449	—	—	.47	1	F-L-O	P	——

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
60.	**AKRON**—223,600 hslds. (0.3% of U.S.)										
	ADI: Cleveland (9)										
	ABC audited newspapers										
	Akron Beacon Journal	KR	215,697	168,805	75.5	75.5	2.20	1	P-L	M	——
	—Cleveland Plain Dealer	NN	453,016	16,841	7.5	83.0	2.70	3	M-L	M	——
61.	**SYRACUSE**—218,000 hslds. (0.3% of U.S.)										
	ADI: Syracuse (63)										
	ABC audited newspapers										
	Syracuse Herald American/Post Standard	NN	237,556	161,422	74.0	74.0	1.82	3	P-M-L	P	——
62.	**WORCESTER-FITCHBURG-LEOMINSTER**—217,800 hslds. (0.3% of U.S.)										
	ADI: Boston (6)										
	ABC audited newspapers										
	Worcester Sunday Telegram	CW	108,209	102,723	47.2	47.2	1.33*	3	P-L	M	——
	—Boston Herald American	HS	396,116	19,501	9.0	56.2	3.35	3	L	P	——
	—Boston Globe	MN	643,960	18,661	8.6	64.8	4.25	3m	P-M	M	——
63.	**ORLANDO**—216,000 hslds. (0.3% of U.S.)										
	ADI: Orlando-Daytona Beach (41)										
	ABC audited newspapers										
	Orlando Sentinel Star	CW-PF	219,715	154,886	71.7	71.7	2.22	3	P-M-L	M	——
64.	**GARY-HAMMOND-EAST CHICAGO**—209,900 hslds. (0.3% of U.S.)										
	ADI: Chicago (3)										
	ABC audited newspapers										
	Gary Post Tribune	KR	85,054	82,796	39.4	39.4	.89	1	P-L	P	56
	Hammond Times	KR	72,329	59,218	28.2	67.6	.79*	2	F-L	P	——
	—Chicago Tribune	CT-WA	1,150,327	26,641	12.7	80.3	8.38	2	M	M	——
	—Chicago Sun Sunday Times	CS	693,200	18,243	8.7	89.0	5.54*	2	P-M	P	——
65.	**JERSEY CITY**—209,200 hslds. (0.3% of U.S.)										
	ADI: New York (1)										
	ABC audited newspapers										
	—New York Sunday News	NY-WA-CW	2,610,917	77,765	37.2	37.2	14.14	2	M-O	M	——
	—Newark Sunday Star-Ledger	NN	576,221	31,085	14.9	52.1	3.50	3	P	P	158
	—New York Times	NT	1,455,223	13,118	6.3	58.4	8.30	3	L	N	——
66.	**RICHMOND**—208,800 hslds. (0.3% of U.S.)										
	ADI: Richmond (56)										
	ABC audited newspapers										
	Richmond Times-Dispatch	SF	214,021	152,031	72.8	72.8	1.86	1	P	M	——
67.	**CHARLOTTE-GASTONIA**—205,600 hslds. (0.3% of U.S.)										
	ADI: Charlotte (35)										
	ABC audited newspapers										
	Charlotte Observer	KR	238,470	119,592	58.2	58.2	2.81*	1	P	P	——
	Gastonia Gazette	LA	35,189	30,836	15.0	73.2	.57	—	—	O	32

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
68.	**OMAHA—202,400 hslds. (0.3% of U.S.)** ADI: Omaha (65)										
	ABC audited newspapers										
	Omaha World-Herald	CW	279,140	149,364	73.8	73.8	2.02	1	L	M	——
	Council Bluffs Sunday Nonpareil	TN	21,084	18,428	9.1	82.9	.28	—	F	O	——
69.	**SPRINGFIELD-CHICOPEE-HOLYOKE—201,600 hslds. (0.3% of U.S.)** ADI: Springfield, MA (86)										
	ABC audited newspapers										
	Springfield Republican	NN	143,782	122,880	61.0	61.0	.96	1	P-O	M	——
	—New York Sunday News	NY-WA-CW	2,610,917	13,938	6.9	67.9	14.14	2	M-O	M	——
70.	**WEST PALM BEACH-BOCA RATON—194,800 hslds. (0.3% of U.S.)** ADI: West Palm Beach (82)										
	ABC audited newspapers										
	West Palm Beach Post-Times	SF-PF	118,042	105,640	54.2	54.2	1.27	1	P	O	——
	Boca Raton News	US-KR	13,383	12,690	6.5	60.7	.35	1	—	—	159
	—Miami Herald	KR-PF	524,671	29,837	15.3	76.0	6.14	3	L	M	——
	—Fort Lauderdale News & Sun Sentinel	CW-PF	159,100	15,798	8.1	84.1	1.82*	1	P-T	M	——
	Other newspapers										
	Palm Beach Daily News (S)	SF	8,220	—	—	—	.72*	1	—	—	——
71.	**NEW BRUNSWICK-PERTH AMBOY-SAYREVILLE—[illegible],700 hslds. (0.3% of U.S.)** ADI: New York (1)										
	ABC audited newspapers										
	New Brunswick Home News	SK-SF	68,844	57,655	30.4	30.4	.74	1	F-O	O	76
	—Newark Sunday Star-Ledger	NN	576,221	78,142	41.2	71.6	3.50	3	P	P	158
	—New York Sunday News	NY-WA-CW	2,610,917	44,177	23.3	94.9	14.14	2	M-O	M	——
	—New York Times	NT	1,455,223	18,460	9.7	104.6	8.30	3	L	N	——
72.	**GRAND RAPIDS—189,500 hslds. (0.3% of U.S.)** ADI: Grand Rapids-Kalamazoo-Battle Creek (39)										
	ABC audited newspapers										
	Grand Rapids Press	NN	142,913	112,212	59.2	59.2	1.36	1	P-L	M	15
	—Detroit Free Press	KR	717,213	9,709	5.1	64.3	4.76	3	P-M-T-L	P	——
73.	**GREENVILLE-SPARTANBURG—185,500 hslds. (0.2% of U.S.)** ADI: Greenville-Spartanburg-Asheville (37)										
	ABC audited newspapers										
	Greenville News & Piedmont	SF	103,216	76,094	41.0	41.0	1.15*	1	P	P	175
	Spartanburg Herald Journal	GA	47,482	38,995	21.0	62.0	.62*	2	F	M	——
74.	**YOUNGSTOWN-WARREN—180,000 hslds. (0.2% of U.S.)** ADI: Youngstown (80)										
	ABC audited newspapers										
	Youngstown Vindicator	SK	150,643	110,687	61.5	61.5	.84*	—	P-L	P	——
	Warren Tribune Chronicle	LA	44,809	42,926	23.8	85.3	.48	1	F	M	35
75.	**WILMINGTON, DE—172,000 hslds. (0.2% of U.S.)** ADI: Philadelphia (4), Baltimore (20)										
	ABC audited newspapers										
	Wilmington News-Journal	GT	96,140	82,480	48.0	48.0	1.57	1	F	P	——

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
	WILMINGTON, DE CONTINUED										
	—Philadelphia Bulletin	MN	597,336	30,775	17.9	65.9	6.21*	3	P-L	P-M	——
	—Philadelphia Inquirer	KR	836,539	26,604	15.5	81.4	7.34	3	M	M	——
76.	**AUSTIN, TX**—169,400 hslds. (0.2% of U.S.) ADI: Austin, TX (92)										
	ABC audited newspapers										
	Austin American-Statesman	CW	133,280	111,725	66.0	66.0	1.08*	—	P-L	P	10
	San Marcos Record	—	3,876	3,584	2.1	68.1	.19*	—	L	O	——
77.	**FLINT**—167,500 hslds. (0.2% of U.S.) ADI: Flint-Saginaw-Bay City (57)										
	ABC audited newspapers										
	Flint Journal	—	105,918	99,758	59.6	59.6	1.12	1	F	—	49-15
	—Detroit Free Press	KR	717,213	29,188	17.4	77.0	4.76	3	P-M-T-L	P	——
78.	**TUCSON**—166,800 hslds. (0.2% of U.S.) ADI: Tucson (91)										
	ABC audited newspapers										
	Tucson Daily Star	GT	122,538	107,011	64.2	64.2	1.07*	—	P	M	——
79.	**RALEIGH-DURHAM**—166,100 hslds. (0.2% of U.S.) ADI: Raleigh-Durham (44)										
	ABC audited newspapers										
	Raleigh News & Observer/Raleigh Times	BN	162,951	68,817	41.4	41.4	1.65	—	L	P	123
	Durham Morning Herald	BN	57,988	44,307	26.7	68.1	.60*	1	F	O	123
	Other newspapers										
	Chapel Hill Newspaper (S)	LA	9,100	—	—	—	.29*	—	L	N	——
80.	**LONG BRANCH-ASBURY PARK**—165,500 hslds. (0.2% of U.S.) ADI: New York (1)										
	ABC audited newspapers										
	Asbury Park Press	SF	131,258	73,767	44.6	44.6	1.01	1	F	P	——
	Red Bank Register	LA	29,856	29,717	18.0	62.6	.43	1	L	O	——
	—New York Sunday News	NY-WA-CW	2,610,917	34,060	20.6	83.2	14.14	2	M-O	M	——
	—Newark Sunday Star-Ledger	NN	576,221	32,729	19.8	103.0	3.50	3	P	P	158
	—New York Times	NT	1,455,223	19,852	12.0	115.0	8.30	3	L	N	——
81.	**NEW BEDFORD-FALL RIVER**—165,100 hslds. (0.2% of U.S.) ADI: Providence (31)										
	ABC audited newspapers										
	New Bedford Sunday Standard-Times	BN	51,025	43,752	26.5	26.5	.65	2	P-L	M	——
	—Boston Herald American	HS	396,116	18,455	11.2	37.7	3.35	3	L	P	——
	—Providence Sunday Journal	CW	222,016	18,239	11.0	48.7	2.12	2m	M	M	——
	—Boston Globe	MN	643,960	12,848	7.8	56.5	4.25	3m	P-M	M	——
82.	**FRESNO**—164,400 hslds. (0.2% of U.S.) ADI: Fresno (66)										
	ABC audited newspapers										
	Fresno Bee	CW	145,982	109,690	66.7	66.7	1.13*	3	P-O	M	——

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
83.	**KNOXVILLE—159,500 hslds. (0.2% of U.S.)**										
	ADI: Knoxville (60)										
	ABC audited newspapers										
	Knoxville News-Sentinel	—	157,650	101,481	63.6	63.6	.92	—	P	P	——
84.	**PATERSON-CLIFTON-PASSAIC—157,000 hslds. (0.2% of U.S.)**										
	ADI: New York (1)										
	ABC audited newspapers										
	Passaic-Clifton Sunday Herald News	DN	65,912	34,046	21.7	21.7	1.19	3	F	O	44
	—New York Sunday News	NY-WA-CW	2,610,917	46,660	29.7	51.4	14.14	2	M-O	M	——
	—Bergen County (NJ) Sunday Record	SF	219,516	21,297	13.6	65.0	1.37	1	P	P	——
	—Newark Sunday Star-Ledger	NN	576,221	20,988	13.4	78.4	3.50	3	P	P	158
	—New York Times	NT	1,455,223	13,177	8.4	86.8	8.30	3	L	N	——
85.	**HARRISBURG—154,400 hslds. (0.2% of U.S.)**										
	ADI: Harrisburg-York-Lancaster-Lebanon (48)										
	ABC audited newspapers										
	Harrisburg Sunday Patriot-News	NN	158,195	100,392	65.0	65.0	.86*	1	L	P	27
86.	**OXNARD-SIMI VALLEY-VENTURA—153,600 hslds. (0.2% of U.S.)**										
	ADI: Los Angeles (2)										
	ABC audited newspapers										
	Ventura County Star-Free Press	WD	39,813	39,413	25.7	25.7	.39*	—	F	P	65
	Oxnard Press Courier	LA-TN	21,674	21,590	14.1	39.8	.32	—	L	P	——
	Thousand Oaks News Chronicle	WD	17,592	15,854	10.3	50.1	.29*	—	F	P	65
	Camarillo Daily News	—	7,538	7,458	4.9	55.0	.29*	1m	—	O	——
	—Los Angeles Times	LT-LC	1,307,036	38,300	24.9	79.9	7.11	1m	L	O	——
87.	**LANSING-EAST LANSING—146,800 hslds. (0.2% of U.S.)**										
	ADI: Grand Rapids-Kalamazoo-Battle Creek (39), Lansing (97)										
	ABC audited newspapers										
	Lansing State Journal	GT	78,788	73,887	50.3	50.3	.82*	1	F	M	55
	—Detroit Free Press	KR	717,213	21,312	14.5	64.8	4.76	3	P-M-T-L	P	——
88.	**JOHNSON CITY-KINGSPORT-BRISTOL—142,600 hslds. (0.2% of U.S.)**										
	ADI: Bristol-Kingsport-Johnson City (84)										
	ABC audited newspapers										
	Kingsport Times-News	—	42,397	36,681	25.7	25.7	.47*	1	F	M	——
	Johnson City Press-Chronicle	BN	29,619	27,395	19.2	44.9	.31	—	F	M	155
	Bristol Herald-Courier	BN	37,182	25,442	17.8	62.7	.38	—	—	—	——
	Other newspapers										
	Elizabethton Star (S)	GA	9,000	—	—	—	.22	—	L	—	——
89.	**TACOMA—142,200 hslds. (0.2% of U.S.)**										
	ADI: Seattle-Tacoma (18)										
	ABC audited newspapers										
	Tacoma News Tribune	SF	106,621	98,973	69.6	69.6	.97	1	M-L	M	——
	—Seattle Post-Intelligencer	HS	232,604	14,100	9.9	79.5	2.07*	2	P	P	——
90.	**CHATTANOOGA—140,800 hslds. (0.2% of U.S.)**										
	ADI: Chattanooga (76)										
	ABC audited newspapers										
	Chattanooga News-Free Press	LA	76,309	63,151	44.9	44.9	.60	—	—	N	——
	Chattanooga Times	BN	58,274	47,154	33.5	78.4	.50	—	P	P	——

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
91.	**WICHITA—140,500 hslds. (0.2% of U.S.)** ADI: Wichita-Hutchinson (53)										
	ABC audited newspapers										
	Wichita Sunday Eagle & Beacon	KR	176,534	110,373	78.6	78.6	2.10	1	P	M	——
92.	**BATON ROUGE—139,200 hslds. (0.2% of U.S.)** ADI: Baton Rouge (98)										
	ABC audited newspapers										
	Baton Rouge Sunday Advocate	BN	106,298	80,329	57.7	57.7	1.19	—	P	O	——
93.	**MOBILE—138,600 hslds. (0.2% of U.S.)** ADI: Mobile-Pensacola (61)										
	ABC audited newspapers										
	Mobile Press-Register	NN	96,706	83,971	60.6	60.6	.95	—	P	P	121
94.	**CANTON—138,400 hslds. (0.2% of U.S.)** ADI: Cleveland (9), Wheeling-Steubenville (112)										
	ABC audited newspapers										
	Canton Repository	CW	80,684	77,264	55.8	55.8	.72	—	F	—	——
	—Akron Beacon Journal	KR	215,697	18,439	13.3	69.1	2.20	1	P-L	M	——
95.	**EL PASO—134,400 hslds. (0.2% of U.S.)** ADI: El Paso (103)										
	ABC audited newspapers										
	El Paso Times	SK-GT	88,136	73,600	54.8	54.8	.89	1	L	P	——
96.	**LITTLE ROCK-NORTH LITTLE ROCK—133,200 hslds. (0.2% of U.S.)** ADI: Little Rock (55)										
	ABC audited newspapers										
	Little Rock Arkansas Gazette	SF	157,745	76,103	57.1	57.1	1.30	2m	P-O	P	——
	Little Rock Arkansas Democrat	BN	98,237	44,007	33.0	90.1	.80	2m	F-O	M	——
97.	**ALBUQUERQUE—133,000 hslds. (0.2% of U.S.)** ADI: Albuquerque (79)										
	ABC audited newspapers										
	Albuquerque Journal	BN-SK	119,589	90,807	68.3	68.3	1.10	—	P-L	P	——
98.	**DAVENPORT-ROCK ISLAND-MOLINE—132,900 hslds. (0.2% of U.S.)** ADI: Davenport-Rock Island-Moline (75)										
	ABC audited newspapers										
	Quad-City Times	BN	81,360	62,619	47.1	47.1	.75*	1	P-O	P	41-40-39
	Moline Dispatch	BN	37,177	35,563	26.8	73.9	.45*	1	F-L	P	93
	Rock Island Argus	BN	23,373	18,524	13.9	87.8	.42*	1	F-L	P	93
	—Des Moines Sunday Register	CW	418,217	8,523	6.4	94.2	3.82	3	M-L	M	——
99.	**LAS VEGAS—132,000 hslds. (0.2% of U.S.)** ADI: Las Vegas (137)										
	ABC audited newspapers										
	Las Vegas Review-Journal	WD	80,456	77,838	59.0	59.0	.87*	1	F-L	P	——
	Las Vegas Sun	LA	44,045	41,831	31.7	90.7	.54*	—	P-L	O	——

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
100.	**PEORIA—127,900 hslds. (0.2% of U.S.)** ADI: Peoria (89)										
	ABC audited newspapers										
	Peoria Journal Star	CW	119,900	88,676	69.3	69.3	.86	—	P	M	—
101.	**FORT WAYNE—127,000 hslds. (0.2% of U.S.)** ADI: Fort Wayne (96)										
	ABC audited newspapers										
	Fort Wayne Journal-Gazette	BN	103,735	69,841	55.0	55.0	.74	1	P	M	—
102.	**YORK—125,900 hslds. (0.2% of U.S.)** ADI: Harrisburg-York-Lancaster-Lebanon (48)										
	ABC audited newspapers										
	—Lancaster Sunday News	—	132,631	43,624	34.6	34.6	.74	3	P	O	—
	—Harrisburg Sunday Patriot News, Patriot	NN	158,195	17,125	13.6	48.2	.86*	1	L	P	27
103.	**SHREVEPORT—125,200 hslds. (0.2% of U.S.)** ADI: Shreveport-Texarkana (58)										
	ABC audited newspapers										
	Shreveport Times	GT	127,022	85,901	68.6	68.6	.96	1	P-L	P	134
104.	**BAKERSFIELD—125,000 hslds. (0.2% of U.S.)** ADI: Los Angeles (2), Bakersfield (151)										
	ABC audited newspapers										
	Bakersfield Californian	SF	71,313	70,258	56.2	56.2	.77	1m	P	P	—
	—Los Angeles Times	LT-LC	1,307,036	10,587	8.5	64.7	7.11	1m	L	O	—
105.	**BEAUMONT-PORT ARTHUR-ORANGE—123,800 hslds. (0.2% of U.S.)** ADI: Beaumont-Port Arthur (123)										
	ABC audited newspapers										
	Beaumont Enterprise-Journal	—	77,809	55,927	45.2	45.2	.75*	—	P	P	—
	Port Arthur News	CW	28,213	27,923	22.6	67.8	.43	—	—	P	10
106.	**DES MOINES—121,500 hslds. (0.2% of U.S.)** ADI: Des Moines (62)										
	ABC audited newspapers										
	Des Moines Sunday Register	CW	418,217	90,539	74.5	74.5	3.82	3	M-L	M	—
107.	**LANCASTER—119,000 hslds. (0.2% of U.S.)** ADI: Harrisburg-York-Lancaster-Lebanon (48)										
	ABC audited newspapers										
	Lancaster Sunday News	—	132,631	81,299	68.3	68.3	.74	3	P	O	—
108.	**CHARLESTON-NORTH CHARLESTON, SC—117,700 hslds. (0.2% of U.S.)** ADI: Charleston, SC (121)										
	ABC audited newspapers										
	Charleston Sunday News & Courier, Post	CW	96,372	73,999	62.9	62.9	1.06	—	P	M	31

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
109.	**COLUMBIA, SC**—116,300 hslds. (0.2% of U.S.) ADI: Columbia, SC (95)										
	ABC audited newspapers										
	Columbia State	SK	120,562	76,063	65.4	65.4	1.36*	1	L	P	——
110.	**SPOKANE**—116,200 hslds. (0.2% of U.S.) ADI: Spokane (71)										
	ABC audited newspapers										
	Spokane Spokesman-Review	CW	123,388	74,628	64.2	64.2	1.11*	1	P-M	M	——
111.	**NEWPORT NEWS-HAMPTON**—115,100 hslds. (0.2% of U.S.) ADI: Norfolk-Portsmouth-Newport News-Hampton (50)										
	ABC audited newspapers										
	Newport News Sunday Daily Press	SF	98,926	91,379	79.4	79.4	.88*	1	P-L	P	——
112.	**READING**—112,000 hslds. (0.1% of U.S.) ADI: Philadelphia (4)										
	ABC audited newspapers										
	Reading Eagle	SK	99,325	76,832	68.6	68.6	.65	—	P-L	P	——
113.	**TRENTON**—110,200 hslds. (0.1% of U.S.) ADI: Philadelphia (4)										
	ABC audited newspapers										
	Trenton Sunday Times Advertiser	SK	87,327	64,295	58.3	58.3	1.11	—	F	P	——
	Trenton Trentonian	LA	53,543	39,979	36.3	94.6	.72	1	—	O	——
	—New York Times	NT	1,455,223	11,626	10.5	105.1	8.30	3	L	N	——
	—Philadelphia Inquirer	KR	836,539	6,355	5.8	110.9	7.34	3	M	M	——
	—New York Sunday News	NY-WA-CW	2,610,917	5,899	5.4	116.3	14.14	2	M-O	M	——
114.	**UTICA-ROME**—110,100 hslds. (0.1% of U.S.) ADI: Syracuse (63), Utica (153)										
	ABC audited newspapers										
	Utica Observer Dispatch	GT	54,803	51,135	46.4	46.4	.89	1	—	O	157
	—New York Sunday News	NY-WA-CW	2,610,917	12,459	11.3	57.7	14.14	2	M-O	M	——
	—Syracuse Herald American/Post Standard	NN	237,556	11,005	10.0	67.7	1.82	3	P-M-L	P	——
115.	**STOCKTON**—107,900 hslds. (0.1% of U.S.) ADI: Sacramento-Stockton (24)										
	ABC audited newspapers										
	Stockton Record	GT	56,151	52,715	48.9	48.9	.70	1	P	P	——
	—San Francisco Examiner & Chronicle	SF	665,821	9,142	8.5	57.4	4.54	1	L	P	——
116.	**MADISON**—106,300 hslds. (0.1% of U.S.) ADI: Madison (106)										
	ABC audited newspapers										
	Madison Wisconsin State Journal	BN	120,951	71,180	67.0	67.0	1.25*	1	P	P	——
	—Milwaukee Journal	MN	533,132	8,682	8.2	75.2	3.50	3m	M	M	——

117. BINGHAMTON—104,700 hslds. (0.1% of U.S.)
ADI: Wilkes Barre-Scranton (40), Binghamton (124)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Binghamton Sunday Press	GT	81,263	66,737	63.7	63.7	.83	1	P-L	M	157
—New York Sunday News	NY-WA-CW	2,610,917	7,246	6.9	70.6	14.14	2	M-O	M	——

118. SANTA BARBARA-SANTA MARIA-LOMPOC—103,900 hslds. (0.1% of U.S.)
ADI: Santa Barbara-Santa Maria-San Luis Obisbo (117)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Santa Barbara News-Press	CW	51,261	50,190	48.3	48.3	.43*	1	P	P	——
—Los Angeles Times	LT-LC	1,307,036	16,711	16.1	64.4	7.11	1m	L	O	——

119. HUNTINGTON-ASHLAND—103,500 hslds. (0.1% of U.S.)
ADI: Charleston-Huntington (42)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Huntington Herald-Dispatch	GT	50,294	42,727	41.3	41.3	.85	1	F	O	——
Ashland Daily Independent	BN	27,418	21,741	21.0	62.3	.40	—	—	—	——
Ironton Tribune	—	9,937	9,552	9.2	71.5	.21	—	—	O	——

120. LEXINGTON-FAYETTE—103,000 hslds. (0.1% of U.S.)
ADI: Lexington (88)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Lexington Sunday Herald-Leader	KR	101,786	70,415	68.4	68.4	1.22	1	P	P	——
—Louisville Courier-Journal	—	346,631	9,442	9.2	77.6	3.13	3	M-L	M	——

121. EVANSVILLE—102,800 hslds. (0.1% of U.S.)
ADI: Evansville (87)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Evansville Sunday Courier and Press	SK	117,504	76,997	74.9	74.9	.82	1	P-L	P	——
Henderson Gleaner	SK	12,059	10,424	10.1	85.0	.27	1	—	—	——

122. LAKELAND-WINTER HAVEN—101,900 hslds. (0.1% of U.S.)
ADI: Tampa-St. Petersburg (17)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Lakeland Ledger	BN-PF	44,118	42,674	41.9	41.9	.57*	1	F	N	145-21-22
Winter Haven Sunday News Chief	LA	16,597	16,376	16.1	58.0	.25	1	—	—	——
—Tampa Tribune & Times	SF-PF	212,911	19,101	18.7	76.7	1.62	1	P	M	——
Other newspapers										
Lake Wales Daily Highlander (S)	—	5,600	—	—	—	.21	1	—	N	——

123. VALLEJO-FAIRFIELD-NAPA—101,400 hslds. (0.1% of U.S.)
ADI: San Francisco (5), Sacramento-Stockton (24)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Vallejo Times Herald	WD	26,806	26,350	26.0	26.0	.43	1m	F	P	160
—San Francisco Examiner & Chronicle	SF	665,821	19,958	19.7	45.7	4.54	1	L	P	——

124. SANTA ROSA—100,000 hslds. (0.1% of U.S.)
ADI: San Francisco (5)

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
ABC audited newspapers										
Santa Rosa Press Democrat	LA	63,561	54,938	54.9	54.9	.68	1	P	M	——
—San Francisco Examiner & Chronicle	SF	665,821	25,483	25.5	80.4	4.54	1	L	P	——

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
125.	**JACKSON, MS**—96,800 hslds. (0.1% of U.S.) ADI: Jackson, MS (83)										
	ABC audited newspapers										
	Jackson Clarion Ledger-Daily News	LA	111,858	61,128	63.1	63.1	.82*	—	P	P	——
126.	**COLORADO SPRINGS**—95,400 hslds. (0.1% of U.S.) ADI: Colorado Springs-Pueblo (105)										
	ABC audited newspapers										
	Colorado Springs Gazette-Telegraph	CW	74,151	71,511	75.0	75.0	.85	—	F	O	——
	Colorado Springs Sun	SF	24,379	23,367	24.5	99.5	.50*	—	P-L	N	——
	—Denver Post	SF	350,373	6,353	6.7	106.2	2.13	2	M-L	M	——
127.	**CORPUS CHRISTI**—95,100 hslds. (0.1% of U.S.) ADI: Corpus Christi (132)										
	ABC audited newspapers										
	Corpus Christi Caller	BN	85,486	64,522	67.8	67.8	1.13	2	F	P	68
128.	**SOUTH BEND**—94,800 hslds. (0.1% of U.S.) ADI: South Bend-Elkhart (77)										
	ABC audited newspapers										
	South Bend Tribune	SK	126,208	73,481	77.5	77.5	1.24*	1	P-O	P	——
	—Chicago Tribune	CT-WA	1,150,327	5,319	5.6	83.1	8.38	2	M	M	——
129.	**HUNTSVILLE**—93,800 hslds. (0.1% of U.S.) ADI: Huntsville-Decatur-Florence (99)										
	ABC audited newspapers										
	Huntsville Times	NN	56,238	49,698	53.0	53.0	.63*	1	P	P	——
130.	**ROCKFORD**—93,000 hslds. (0.1% of U.S.) ADI: Rockford (101)										
	ABC audited newspapers										
	Rockford Register Star	GT	79,328	54,392	58.5	58.5	.86	1m	P-L	P	——
	—Chicago Tribune	CT-WA	1,150,327	6,133	6.6	65.1	8.38	2	M	M	——
131.	**DULUTH-SUPERIOR**—92,900 hslds. (0.1% of U.S.) ADI: Duluth-Superior (110)										
	ABC audited newspapers										
	Duluth News-Tribune	KR	83,108	58,191	62.6	62.6	1.15	1	P-L	P	——
	—Minneapolis Sunday Tribune	CW	610,744	6,911	7.4	70.0	4.92*	1	M	O	——
	Other newspapers										
	Mesabi Daily News (S)	LA-ND	20,430	—	—	—	.31	1	—	P	45
132.	**ERIE**—92,300 hslds. (0.1% of U.S.) ADI: Erie (131)										
	ABC audited newspapers										
	Erie Times-News	SK	94,076	73,943	80.1	80.1	.83	—	P	P	——
133.	**CHARLESTON, WV**—91,900 hslds. (0.1% of U.S.) ADI: Charleston-Huntington (42)										
	ABC audited newspapers										
	Charleston Gazette Mail	SF	105,753	69,300	75.4	75.4	1.56	1	P-L	O	——

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
134.	**EUGENE-SPRINGFIELD—91,700 hslds. (0.1% of U.S.)**										
	ADI: Eugene (126)										
	ABC audited newspapers										
	Eugene Register-Guard	SF	66,467	61,630	67.2	67.2	.66*	--	P	O	——
	—Portland Sunday Oregonian	NN	409,286	7,203	7.9	75.1	2.03*	3	P-L	P	——
135.	**JOHNSTOWN—91,600 hslds. (0.1% of U.S.)**										
	ADI: Johnstown-Altoona (72)										
	ABC audited newspapers										
	Johnstown Sunday Tribune-Democrat	—	42,435	37,279	40.7	40.7	.51	1	F-L	O	——
	—Pittsburgh Press Sunday Edition	—	665,841	16,707	18.2	58.9	4.07	—	P-M-L	M	——
136.	**APPLETON-OSHKOSH—91,200 hslds. (0.1% of U.S.)**										
	ADI: Green Bay (67)										
	ABC audited newspapers										
	Appleton Sunday Post-Crescent	CW	58,295	49,860	54.7	54.7	.72	—	P	P	——
	Oshkosh Northwestern	—	29,338	22,990	25.2	79.9	.43*	1	F	O	——
	—Milwaukee Journal	MN	533,132	9,958	10.9	90.8	3.50	3m	M	M	——
137.	**PENSACOLA—90,400 hslds. (0.1% of U.S.)**										
	ADI: Mobile-Pensacola (61)										
	ABC audited newspapers										
	Pensacola News Journal	GT	70,086	58,515	64.7	64.7	.98	1	P	M	——
138.	**AUGUSTA—89,800 hslds. (0.1% of U.S.)**										
	ADI: Augusta (107)										
	ABC audited newspapers										
	Augusta Sunday Chronicle-Herald	BN	78,341	62,953	70.1	70.1	1.11*	—	P	P	57
139.	**DAYTONA BEACH—89,200 hslds. (0.1% of U.S.)**										
	ADI: Orlando-Daytona Beach (41)										
	ABC audited newspapers										
	Daytona Beach Sunday News-Journal	SF-PF	63,347	59,110	66.3	66.3	.97*	2	F	M	——
	De Land Sun News	LA	9,190	8,997	10.1	76.4	.22*	3	—	—	——
	—Orlando Sentinel Star	CW-PF	219,715	16,261	18.2	94.6	2.22	3	P-M-L	M	——
140.	**SALINAS-SEASIDE-MONTEREY—88,800 hslds. (0.1% of U.S.)**										
	ADI: Salinas-Monterey (109)										
	ABC audited newspapers										
	Monterey Sunday Peninsula Herald	BN	31,506	31,114	35.0	35.0	.51	1	F-L	M	1
	—San Francisco Examiner & Chronicle	SF	665,821	9,557	10.8	45.8	4.54	1	L	P	——
	—San Jose Mercury-News	KR	253,732	6,597	7.4	53.2	1.85	3	P-M-A-T-L-O	M	——
141.	**KALAMAZOO-PORTAGE—88,000 hslds. (0.1% of U.S.)**										
	ADI: Grand Rapids-Kalamazoo-Battle Creek (39)										
	ABC audited newspapers										
	Kalamazoo Gazette	NN	65,197	55,046	62.6	62.6	.76	1m	—	—	15
	—Detroit Free Press	KR	717,213	9,295	10.6	73.2	4.76	3	P-M-T-L	P	——

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
142.	**MANCHESTER-NASHUA—87,000 hslds. (0.1% of U.S.)** ADI: Boston (6)										
	ABC audited newspapers										
	Manchester New Hampshire Sunday News	SF	66,422	28,245	32.5	32.5	.79	1	P-O	O	——
	—Boston Globe	MN	643,960	12,550	14.4	46.9	4.25	3m	P-M	M	——
	—Boston Herald American	HS	396,116	11,335	13.0	59.9	3.35	3	L	P	——
143.	**MODESTO—86,700 hslds. (0.1% of U.S.)** ADI: Sacramento-Stockton (24)										
	ABC audited newspapers										
	Modesto Bee	CW	66,788	54,933	63.4	63.4	.59*	—	P	M	——
	—San Francisco Examiner & Chronicle	SF	665,821	5,548	6.4	69.8	4.54	1	L	P	——
144.	**MONTGOMERY—86,700 hslds. (0.1% of U.S.)** ADI: Montgomery (120)										
	ABC audited newspapers										
	Montgomery Advertiser-Journal	SF	73,457	49,530	57.1	57.1	.80	1	P	O	——
145.	**LORAIN-ELYRIA—85,400 hslds. (0.1% of U.S.)** ADI: Cleveland (9)										
	ABC audited newspapers										
	Lorain Sunday Journal	BN	49,406	37,439	43.8	43.8	.45*	1	F	O	73
	Elyria Sunday Chronicle-Telegram	LA	42,068	35,308	41.3	85.1	.38*	1	L	M	35
	—Cleveland Plain Dealer	NN	453,016	11,432	13.4	98.5	2.70	3	M-L	M	——
146.	**HAMILTON-MIDDLETOWN—83,300 hslds. (0.1% of U.S.)** ADI: Cincinnati (25)										
	ABC audited newspapers										
	Hamilton Sunday Journal-News	BN	27,952	27,371	32.9	32.9	.52	1	F	O	——
	Middletown Journal	LA	26,879	19,321	23.2	56.1	.48	—	—	—	——
	—Cincinnati Enquirer	GT	288,344	20,012	24.0	80.1	2.10	3	M-L	M	183
147.	**ANN ARBOR—82,200 hslds. (0.1% of U.S.)** ADI: Detroit (7)										
	ABC audited newspapers										
	Ann Arbor News	NN	44,975	41,826	50.9	50.9	.70	1	—	—	15
	Ypsilanti Press	BN	15,350	12,697	15.4	66.3	.39	1	O	M	——
	—Detroit Free Press	KR	717,213	25,065	30.5	96.8	4.76	3	P-M-T-L	P	——
	—Detroit News	MN	818,801	6,802	8.3	105.1	5.62	2	L	O	——
148.	**PORTLAND, ME—82,000 hslds. (0.1% of U.S.)** ADI: Portland-Poland Spring (78)										
	ABC audited newspapers										
	Portland Maine Sunday Telegram	LA	113,785	49,578	60.5	60.5	.93	—	P	P	——
149.	**NEW LONDON-NORWICH—80,200 hslds. (0.1% of U.S.)** ADI: Providence (31)										
	ABC audited newspapers										
	—Hartford Courant	MN	279,401	13,353	16.6	16.6	1.89	—	P-L-M	P	——
	—New York Sunday News	NY-WA-CW	2,610,917	9,589	12.0	28.6	14.14	2	M-O	M	——

150. MACON—80,100 hslds. (0.1% of U.S.)
ADI: Macon (146)

ABC audited newspapers

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
Macon Telegraph and News	KR	84,809	53,017	66.2	66.2	.99	1	P-L-O	P	57
Warner Robins Sunday Sun	LA	10,526	10,409	13.0	79.2	.26	—	O	O	88

151. SALEM—78,800 hslds. (0.1% of U.S.)
ADI: Portland, OR (21)

ABC audited newspapers

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
Salem Statesman Journal	GT	54,686	44,704	56.7	56.7	.68*	—	F-L	M	——
—Portland Sunday Oregonian	NN	409,286	11,511	14.6	71.3	2.03*	3	P-L	P	——

152. ROANOKE—77,400 hslds. (0.1% of U.S.)
ADI: Roanoke-Lynchburg (64)

ABC audited newspapers

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
Roanoke Times & World-News	BN	115,355	61,232	79.1	79.1	1.12	—	P	P	——

153. SARASOTA—75,500 hslds. (0.1% of U.S.)
ADI: Tampa-St. Petersburg (17)

ABC audited newspapers

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
Sarasota Herald Tribune	BN-PF	81,311	61,397	81.3	81.3	.87*	1m	L	—	145

154. ATLANTIC CITY—74,400 hslds. (0.1% of U.S.)
ADI: Philadelphia (4)

ABC audited newspapers

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
Atlantic City Press	SF	69,521	46,561	62.6	62.6	.57	1	F	O	——
—Philadelphia Bulletin	MN	597,336	11,578	15.6	78.2	6.21*	3	P-L	P-M	——
—Philadelphia Inquirer	KR	836,539	11,071	14.9	93.1	7.34	3	M	M	——

155. POUGHKEEPSIE—74,200 hslds. (0.1% of U.S.)
ADI: New York (1)

ABC audited newspapers

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
Poughkeepsie Journal	GT	51,774	47,390	63.9	63.9	.70*	1	F	O	164
—New York Sunday News	NY-WA-CW	2,610,917	17,137	23.1	87.0	14.14	2	M-O	M	——
—New York Times	NT	1,455,223	6,138	8.3	95.2	8.30	3	L	N	——
—Newburgh News	TN	25,293	4,392	5.9	101.2	.38	—	—	O	——

156. SAGINAW—72,600 hslds. (0.1% of U.S.)
ADI: Flint-Saginaw-Bay City (57)

ABC audited newspapers

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
Saginaw News	NN	55,645	47,685	65.7	65.7	.81	1m	—	—	15
—Detroit Free Press	KR	717,213	8,426	11.6	77.3	4.76	3	P-M-T-L	P	——

157. COLUMBUS, GA—72,500 hslds. (0.1% of U.S.)
ADI: Columbus, GA (119)

ABC audited newspapers

Rank SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
Columbus Sunday Ledger-Enquirer	KR	69,054	54,579	75.3	75.3	.89	1	P	P	57

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
158.	**SPRINGFIELD, MO**—71,700 hslds. (0.1% of U.S.)										
	ADI: Springfield, MO (81)										
	ABC audited newspapers										
	Springfield News & Leader	GT	83,468	50,733	70.8	70.8	1.00	2	P	O	—
159.	**SAVANNAH**—71,400 hslds. (0.1% of U.S.)										
	ADI: Savannah (111)										
	ABC audited newspapers										
	Savannah Morning News & Evening Press	BN	72,267	47,718	66.8	66.8	1.11	—	F	P	57
160.	**MELBOURNE-TITUSVILLE-COCOA**—71,300 hslds. (0.1% of U.S.)										
	ADI: Orlando-Daytona Beach (41)										
	ABC audited newspapers										
	Cocoa Today	GT-SF	71,295	65,059	91.2	91.2	1.00	2	F-L-O	O	—
	—Orlando Sentinel Star	CW-PF	219,715	10,472	14.7	105.9	2.22	3	P-M-L	M	—
161.	**LIMA**—71,200 hslds. (0.1% of U.S.)										
	ADI: Dayton (47), Toledo (59), Fort Wayne (96), Lima (196)										
	ABC audited newspapers										
	Lima News	CW	47,368	40,940	57.5	57.5	.48*	2m	F	—	—
162.	**SANTA CRUZ**—70,900 hslds. (0.1% of U.S.)										
	ADI: Salinas-Monterey (109)										
	ABC audited newspapers										
	Santa Cruz Sentinel	BN	27,086	26,660	37.6	37.6	.36*	—	—	—	1
	—San Francisco Examiner & Chronicle	SF	665,821	9,394	13.2	50.8	4.54	1	L	P	—
	—San Jose Mercury-News	KR	253,732	9,267	13.1	63.9	1.85	3	P-M-A-T-L-O	M	—
163.	**SPRINGFIELD, IL**—70,700 hslds. (0.1% of U.S.)										
	ADI: Springfield-Decatur-Champaign (73)										
	ABC audited newspapers										
	Springfield State Journal-Register	BN	72,922	53,338	75.4	75.4	.80	—	P	P	23
164.	**LUBBOCK**—68,900 hslds. (0.1% of U.S.)										
	ADI: Lubbock (128)										
	ABC audited newspapers										
	Lubbock Avalanche-Journal	TP	80,501	48,540	70.4	70.4	1.05*	—	F	P	—
165.	**FORT MYERS-CAPE CORAL**—68,800 hslds. (0.1% of U.S.)										
	ADI: Fort Myers (142)										
	ABC audited newspapers										
	Fort Myers News-Press	GT	65,458	50,002	72.7	72.7	.78*	1m	F-L	O	—
166.	**FORT SMITH**—68,700 hslds. (0.1% of U.S.)										
	ADI: Fort Smith (160)										
	ABC audited newspapers										
	Fort Smith SW Times Record	AD	43,353	36,549	53.2	53.2	.45	1	F	—	—

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
167.	**KILLEEN-TEMPLE**—67,600 hslds. (0.1% of U.S.) ADI: Waco-Temple (100)										
	ABC audited newspapers										
	Temple Daily Telegram	TP	26,243	22,583	33.4	33.4	.35*	1	—	O	181
	Killeen Daily Herald	TP	17,668	17,049	25.2	58.6	.25*	1	—	O	181
	—Austin American-Statesman	CW	133,280	4,158	6.2	64.8	1.08*	—	P-L	P	10
168.	**GALVESTON-TEXAS CITY**—67,200 hslds. (0.1% of U.S.) ADI: Houston (12)										
	ABC audited newspapers										
	Galveston News	GA	27,379	26,959	40.1	40.1	.35*	1	F	O	—
	—Houston Post	BN	360,014	13,607	20.2	60.3	2.47*	3	P-A	P	—
	—Houston Chronicle	SF	417,544	11,632	17.3	77.6	2.55*	2	M-T-L	M	—
	Other newspapers										
	Texas City Daily Sun (S)	US-GA	12,491	—	—	—	.21	1	F	O	—
169.	**LINCOLN**—67,100 hslds. (0.1% of U.S.) ADI: Lincoln-Hastings-Kearney (85)										
	ABC audited newspapers										
	Lincoln Journal & Star	SF	69,921	51,112	76.2	76.2	.88*	—	P	P	—
	—Omaha World-Herald	CW	279,140	6,262	9.3	85.5	2.02	1	L	M	—
170.	**McALLEN-PHARR-EDINBURG**—67,100 hslds. (0.1% of U.S.) ADI: McAllen-Brownsville (136)										
	ABC audited newspapers										
	McAllen Monitor	TP	27,111	25,996	38.7	38.7	.25	1m	—	—	126
	—Harlingen Valley Morning Star	TP	22,792	4,800	6.7	45.4	.27	1	F	M	126
	Other newspapers										
	Edinburg Daily Review (S)	—	4,000	—	—	—	.15	—	—	—	—
171.	**WHEELING**—65,900 hslds. (0.1% of U.S.) ADI: Wheeling-Steubenville (112)										
	ABC audited newspapers										
	Wheeling Sunday News-Register	LA	62,938	43,437	65.9	65.9	.78	1	P	P	165
172.	**TOPEKA**—65,000 hslds. (0.1% of U.S.) ADI: Topeka (133)										
	ABC audited newspapers										
	Topeka Sunday Capital Journal	BN	73,387	49,233	75.7	75.7	1.04	1	P-L	P	—
173.	**FAYETTEVILLE, NC**—64,200 hslds. (0.1% of U.S.) ADI: Raleigh-Durham (44)										
	ABC audited newspapers										
	Fayetteville Observer/Times	LA	59,395	43,598	67.9	67.9	.69	1	F	O	—
174.	**TERRE HAUTE**—62,700 hslds. (0.1% of U.S.) ADI: Terre Haute (108)										
	ABC audited newspapers										
	Terre Haute Tribune-Star	LA	46,004	37,907	60.5	60.5	.50	1	F-L	O	139

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
175.	**BATTLE CREEK**—62,600 hslds. (0.1% of U.S.)										
	ADI: Grand Rapids-Kalamazoo-Battle Creek (39)										
	ABC audited newspapers										
	Battle Creek Enquirer & News	GT	40,546	35,697	57.0	57.0	.59	—	F	M	55
	—Detroit Free Press	KR	717,213	6,740	10.8	67.8	4.76	3	P-M-T-L	P	—
176.	**SPRINGFIELD, OH**—62,400 hslds. (0.1% of U.S.)										
	ADI: Dayton (47)										
	ABC audited newspapers										
	Springfield News Sun	SF	43,997	41,169	66.0	66.0	2.88	1	P-L	P	42
	—Dayton News	SF	221,919	4,981	8.0	74.0	2.88	1	P-L	P	42
177.	**RENO**—61,300 hslds. (0.1% of U.S.)										
	ADI: Reno (148)										
	ABC audited newspapers										
	Reno Nevada State Journal & Gazette	GT	45,264	33,334	54.4	54.4	.745	1	F	P	—
	—San Francisco Examiner & Chronicle	SF	665,821	5,698	9.3	63.7	4.54	1	L	P	—
178.	**ASHEVILLE**—61,100 hslds. (0.1% of U.S.)										
	ADI: Greenville-Spartanburg-Asheville (37)										
	ABC audited newspapers										
	Asheville Citizen-Times	SF	69,783	35,764	58.5	58.5	.75*	1	P	O	175
179.	**MUSKEGON-NORTON SHORES-MUSKEGON HEIGHTS**—59,500 hslds. (0.1% of U.S.)										
	ADI: Grand Rapids-Kalamazoo-Battle Creek (39)										
	ABC audited newspapers										
	Muskegon Sunday Chronicle	NN	46,819	40,671	68.4	68.4	.73	1	F	M	15
	—Detroit Free Press	KR	717,213	3,496	5.9	74.3	4.76	3	P-M-T-L	P	—
180.	**ANCHORAGE**—59,000 hslds. (0.1% of U.S.)										
	ADI: Anchorage (168)										
	ABC audited newspapers										
	Anchorage Times	BN	50,185	41,701	70.7	70.7	.733	3m	F-L	O	—
181.	**CEDAR RAPIDS**—58,200 hslds. (0.1% of U.S.)										
	ADI: Cedar Rapids-Waterloo (70)										
	ABC audited newspapers										
	Cedar Rapids Gazette	BN	75,686	46,383	79.7	79.7	.63	—	P	P	—
	—Des Moines Sunday Register	CW	418,217	7,235	12.4	92.1	3.82	3	M-L	M	—
182.	**YAKIMA**—57,700 hslds. (0.1% of U.S.)										
	ADI: Yakima (122)										
	ABC audited newspapers										
	Yakima Herald-Republic	BN	43,108	38,855	67.3	67.3	.62*	3	P	P	171

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
183.	**WACO—57,700 hslds. (0.1% of U.S.)** ADI: Waco-Temple (100)										
	ABC audited newspapers										
	Waco Tribune-Herald	CW	55,667	43,972	76.2	76.2	.67*	—	F	P	10
184.	**RACINE—57,500 hslds. (0.1% of U.S.)** ADI: Milwaukee (26)										
	ABC audited newspapers										
	Racine Journal Times	BN	40,215	39,383	68.5	68.5	.48	1	F	P	—
	—Milwaukee Journal	MN	533,132	12,884	22.4	90.9	3.50	3m	M	M	—
185.	**AMARILLO—57,300 hslds. (0.1% of U.S.)** ADI: Amarillo (118)										
	ABC audited newspapers										
	Amarillo Sunday News-Globe	TP	72,188	42,629	74.4	74.4	1.05*	—	F-L	P	—
186.	**FAYETTEVILLE-SPRINGDALE—57,300 hslds. (0.1% of U.S.)** ADI: Tulsa (52), Joplin-Pittsburg (113)										
	ABC audited newspapers										
	Rogers Sunday News	AD-SD	12,242	11,901	20.8	20.8	.20	1m	—	—	—
	Fayetteville Northwest Arkansas Times	AD	11,473	11,145	19.5	40.3	.21	—	F	O	—
	Springdale News	AD	11,342	10,364	18.1	58.4	.19*	2	—	O	—
	—Tulsa World	BN	211,198	6,132	10.7	69.1	1.90	1	P-L	M	—
	—Little Rock Arkansas Gazette	SF	157,745	3,722	6.5	75.6	1.30	2m	P-O	P	—
187.	**BRADENTON—57,000 hslds. (0.1% of U.S.)** ADI: Tampa-St. Petersburg (17)										
	ABC audited newspapers										
	Bradenton Herald	KR-PF	29,038	28,380	49.8	49.8	.41*	1	F-L-O	—	—
	—Sarasota Herald Tribune	BN-PF	81,311	13,717	24.1	73.9	.87*	1m	L	—	145
	—St. Petersburg Sunday Times	SK	247,974	4,747	8.3	82.2	1.70*	1	P-M-L	M	—
188.	**STEUBENVILLE-WEIRTON—56,500 hslds. (0.1% of U.S.)** ADI: Pittsburgh (11), Wheeling-Steubenville (112)										
	ABC audited newspapers										
	Steubenville Herald-Star	TN	23,186	21,953	38.9	38.9	.35	—	F	M	141
	—Wheeling Sunday News-Register	LA	62,938	11,756	20.8	59.7	.78	1	P	P	165
	—Pittsburgh Press Sunday Edition	—	665,841	6,717	11.9	71.6	4.07	—	P-M-L	M	—
189.	**BILOXI-GULFPORT—55,500 hslds. (0.1% of U.S.)** ADI: New Orleans (36), Biloxi-Gulfport-Pascagoula (185)										
	ABC audited newspapers										
	Biloxi-Gulfport Sun/Daily Herald	BN	39,157	32,375	58.3	58.3	.65	—	F	N	—
	—New Orleans Times-Picayune	NN	317,744	6,458	11.6	69.9	1.62*	3	L	O	—
190.	**BROWNSVILLE-HARLINGEN-SAN BENITO—55,000 hslds. (0.1% of U.S.)** ADI: McAllen-Brownsville (136)										
	ABC audited newspapers										
	Harlingen Valley Morning Star	TP	22,792	16,361	29.7	29.7	.27	1	F	M	126
	Brownsville Herald	TP	15,398	14,184	25.8	55.5	.24	1	F	M	126

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
191.	**GREEN BAY**—54,900 hslds. (0.1% of U.S.) ADI: Green Bay (67)										
	ABC audited newspapers										
	Green Bay Sunday Press-Gazette	SF	69,492	45,212	82.4	82.4	.53*	1	F-L	P	——
192.	**PARKERSBURG-MARIETTA**—54,100 hslds. (0.1% of U.S.) ADI: Charleston-Huntington (42), Parkersburg (200)										
	ABC audited newspapers										
	Parkersburg Sunday News	LA	39,921	32,036	59.2	59.2	.57	1	F-O	P	165
193.	**BOISE**—53,700 hslds. (0.1% of U.S.) ADI: Boise (140)										
	ABC audited newspapers										
	Boise Idaho Statesman	GT	69,003	41,235	76.8	76.8	1.012*	2	P	O	——
194.	**CHAMPAIGN-URBANA-RANTOUL**—53,600 hslds. (0.1% of U.S.) ADI: Springfield-Decatur-Champaign (73)										
	ABC audited newspapers										
	Champaign-Urbana News-Gazette	TP	44,416	33,979	63.4	63.4	.57	1m	F	P	——
	—Chicago Tribune	CT-WA	1,150,327	3,228	6.0	69.4	8.38	2	M	M	——
195.	**PITTSFIELD**—51,000 hslds. (0.1% of U.S.) ADI: Albany-Schenectady-Troy (45)										
	ABC audited newspapers										
	—New York Sunday News	NY-WA-CW	2,610,917	9,067	17.8	17.8	14.14	2	M-O	M	——
	—Springfield Republican	NN	143,782	8,438	16.5	34.3	.96	1	P-O	M	——
	—Boston Herald American	HS	396,116	4,115	8.1	42.4	3.35	3	L	P	——
	—New York Times	NT	1,455,223	2,690	5.3	47.7	8.30	3	L	N	——
	—Boston Globe	MN	643,960	2,572	5.0	52.7	4.25	3m	P-M	M	——
196.	**PROVO-OREM**—50,900 hslds. (0.1% of U.S.) ADI: Salt Lake City (46)										
	ABC audited newspapers										
	Provo Daily Herald	—	27,700	26,872	52.8	52.8	.29	—	F	O	——
	—Salt Lake Tribune	—	178,750	9,387	18.4	71.2	1.34	1	L	M	——
197.	**LAKE CHARLES**—50,600 hslds. (0.1% of U.S.) ADI: Lake Charles (174)										
	ABC audited newspapers										
	Lake Charles American Press	—	41,615	32,010	63.3	63.3	.50	2	F	O	——
	—Beaumont Enterprise-Journal	—	77,809	3,500	6.9	70.2	.75*	—	P	P	——
198.	**LYNCHBURG**—50,400 hslds. (0.1% of U.S.) ADI: Roanoke-Lynchburg (64)										
	ABC audited newspapers										
	Lynchburg News & Advance	LA	37,971	32,785	65.0	65.0	.57*	1	—	O	161
199.	**ANDERSON, IN**—49,200 hslds. (0.1% of U.S.) ADI: Indianapolis (19)										
	ABC audited newspapers										
	Anderson Sunday Herald	BN	22,946	21,362	43.4	43.4	.60	1	F	O	72
	—Indianapolis Sunday Star	MN	357,036	9,792	19.9	63.3	2.28	2m	M	M	——

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
200.	**JACKSON, MI—48,500 hslds. (0.1% of U.S.)** ADI: Lansing (97)										
	ABC audited newspapers										
	Jackson Citizen Patriot	NN	41,363	36,584	75.4	75.4	.70	1	F	O	5-15
	—Detroit Free Press	KR	717,213	5,071	10.5	85.9	4.76	3	P-M-T-L	P	——
201.	**ABILENE—48,000 hslds. (0.1% of U.S.)** ADI: Abilene-Sweetwater (156)										
	ABC audited newspapers										
	Abilene Reporter-News	BN	54,131	34,161	71.2	71.2	.70	1	L	P	68-69
202.	**WILMINGTON, NC—47,600 hslds. (0.1% of U.S.)** ADI: Wilmington (130)										
	ABC audited newspapers										
	Wilmington Sunday Star-News	BN	40,995	32,557	68.4	68.4	.50	1	F-L	—	——
203.	**TALLAHASSEE—47,600 hslds. (0.1% of U.S.)** ADI: Tallahassee (141)										
	ABC audited newspapers										
	Tallahassee Democrat	KR-PF	52,038	36,171	76.0	76.0	.95	1	P-M-L	M	——
204.	**LONGVIEW-MARSHALL—47,000 hslds. (0.1% of U.S.)** ADI: Shreveport-Texarkana (58)										
	ABC audited newspapers										
	Longview Morning Journal	CW	34,862	26,455	56.3	56.3	.37	—	L	P	10
	Marshall News Messenger	BN	11,196	8,994	19.1	75.4	.28	—	—	—	——
	—Dallas Morning News	CW	344,587	4,837	10.3	85.7	2.04	1	L	M	——
	—Shreveport Times	GT	127,022	3,371	7.2	92.9	.96	1	P-L	P	134
	Other newspapers										
	Kilgore News Herald (S)	—	6,598	—	—	—	.17*	1	F	O	——
205.	**ALTOONA—46,900 hslds. (0.1% of U.S.)** ADI: Johnstown-Altoona (72)										
	ABC audited newspapers										
	—Pittsburgh Press Sunday Edition	—	665,841	7,345	15.7	15.7	4.07	—	P-M-L	M	——
	—New York Sunday News	NY-WA-CW	2,610,917	2,901	6.2	21.8	14.14	2	M-O	M	——
206.	**VINELAND-MILLVILLE-BRIDGETON—46,600 hslds. (0.1% of U.S.)** ADI: Philadelphia (4)										
	ABC audited newspapers										
	—Philadelphia Inquirer	KR	836,539	8,664	18.6	18.6	7.34	3	M	M	——
	—Philadelphia Bulletin	MN	597,336	7,500	16.1	34.7	6.21*	3	P-L	P-M	——
	—Atlantic City Press	SF	69,521	6,502	14.0	48.7	.57	1	F	O	——
207.	**DECATUR—46,100 hslds. (0.1% of U.S.)** ADI: Springfield-Decatur-Champaign (73)										
	ABC audited newspapers										
	Decatur Herald Review	BN	62,140	36,483	79.1	79.1	1.03	—	F	O	23

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
208.	**ALEXANDRIA, LA—45,600 hslds. (0.1% of U.S.)**										
	ADI: Alexandria, LA (173)										
	ABC audited newspapers										
	Alexandria Daily Town Talk	BN	37,757	28,112	61.6	61.6	.50	1	F	—	—
209.	**WICHITA FALLS—45,600 hslds. (0.1% of U.S.)**										
	ADI: Wichita Falls-Lawton (114)										
	ABC audited newspapers										
	Wichita Falls Times	CW	47,652	33,566	73.6	73.6	.68	2	L	O	—
210.	**FORT COLLINS—45,600 hslds. (0.1% of U.S.)**										
	ADI: Denver (22)										
	ABC audited newspapers										
	Fort Collins Coloradoan	GT	18,689	18,340	40.2	40.2	.35	1	F	O	—
	Loveland Reporter-Herald	BN	13,261	12,303	27.0	67.2	.22	1	—	—	—
	—Denver Post	SF	350,373	11,107	24.4	91.6	2.13	2	M-L	M	—
	—Denver Rocky Mountain News	SK	277,203	7,931	17.4	109.0	1.55*	1	P	P	—
211.	**ELKHART—45,200 hslds. (0.1% of U.S.)**										
	ADI: South Bend-Elkhart (77)										
	ABC audited newspapers										
	—South Bend Tribune	SK	126,208	13,157	29.1	29.1	1.24*	1	P-O	P	—
212.	**JANESVILLE-BELOIT—45,200 hslds. (0.1% of U.S.)**										
	ADI: Rockford (101)										
	ABC audited newspapers										
	—Madison Wisconsin State Journal	BN	120,951	6,296	13.9	13.9	1.25*	1	P	P	—
	—Milwaukee Journal	MN	533,132	6,289	13.9	27.8	3.50	3m	M	M	—
	—Chicago Tribune	CT-WA	1,150,327	2,625	5.8	33.6	8.38	2	M	M	—
213.	**WATERLOO-CEDAR FALLS—45,100 hslds. (0.1% of U.S.)**										
	ADI: Cedar Rapids-Waterloo (70)										
	ABC audited newspapers										
	Waterloo Courier	SK	56,517	33,392	74.0	74.0	.60	1	F	O	163
	—Des Moines Sunday Register	CW	418,217	9,665	21.4	95.4	3.82	3	M-L	M	—
214.	**ST. CLOUD—45,100 hslds. (0.1% of U.S.)**										
	ADI: Minneapolis-St. Paul (14)										
	ABC audited newspapers										
	—Minneapolis Sunday Tribune	CW	610,744	18,827	41.7	41.7	4.92*	1	M	O	—
215.	**MONROE—44,800 hslds. (0.1% of U.S.)**										
	ADI: Monroe-El Dorado (104)										
	ABC audited newspapers										
	Monroe Morning World	GT	50,707	27,527	61.4	61.4	.59	1	P-O	O	134
216.	**CLARKSVILLE-HOPKINSVILLE—44,700 hslds. (0.1% of U.S.)**										
	ADI: Nashville (30)										
	ABC audited newspapers										
	—Louisville Courier-Journal	—	346,631	2,574	5.8	5.8	3.13	3	M-L	M	—

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
217.	**MANSFIELD**—44,400 hslds. (0.1% of U.S.) ADI: Cleveland (9)										
	ABC audited newspapers										
	Mansfield News Journal	BN	49,744	32,177	72.5	72.5	.63	1	F-L	—	73
218.	**FARGO-MOORHEAD**—43,700 hslds. (0.1% of U.S.) ADI: Fargo (102)										
	ABC audited newspapers										
	Fargo-Moorhead Sunday Forum	SK	62,487	32,197	73.7	73.7	.85*	1	P	P	—
	—Minneapolis Sunday Tribune	CW	610,744	3,317	7.6	81.3	4.92*	1	M	O	—
219.	**MUNCIE**—43,600 hslds. (0.1% of U.S.) ADI: Indianapolis (19)										
	ABC audited newspapers										
	Muncie Star	SK	33,518	25,494	58.5	58.5	.53	1	F	M	—
220.	**TEXARKANA**—43,500 hslds. (0.1% of U.S.) ADI: Shreveport-Texarkana (58)										
	ABC audited newspapers										
	Texarkana Gazette	TP	34,604	26,756	61.5	61.5	.34*	1	F	O	—
221.	**GAINESVILLE**—42,800 hslds. (0.1% of U.S.) ADI: Gainesville (177)										
	ABC audited newspapers										
	Gainesville Sun	BN-PF	37,403	29,399	68.7	68.7	.48*	1	F	—	21-22
	—Jacksonville Florida Times-Union	BN-PF	186,440	2,161	5.0	73.7	2.11	—	P	M	—
222.	**FLORENCE**—42,400 hslds. (0.1% of U.S.) ADI: Huntsville-Decatur-Florence (99)										
	ABC audited newspapers										
	Florence Times—Tri-Cities Daily	LA	30,514	27,029	63.7	63.7	.38*	1m	F	M	133
223.	**SIOUX CITY**—42,400 hslds. (0.1% of U.S.) ADI: Sioux City (125)										
	ABC audited newspapers										
	Sioux City Sunday Journal	BN	50,887	31,028	73.2	73.2	.60	—	P	O	—
	—Des Moines Sunday Register	CW	418,217	5,085	12.0	85.2	3.82	3	M-L	M	—
224.	**KENOSHA**—42,300 hslds. (0.1% of U.S.) ADI: Chicago (3)										
	ABC audited newspapers										
	—Milwaukee Journal	MN	533,132	6,664	15.8	15.8	3.50	3m	M	M	—
	—Chicago Tribune	CT-WA	1,150,327	4,129	9.8	25.6	8.38	2	M	M	—
225.	**BLOOMINGTON-NORMAL**—41,900 hslds. (0.1% of U.S.) ADI: Peoria (89)										
	ABC audited newspapers										
	Bloomington Pantagraph	LA	50,390	31,298	74.7	74.7	.74*	3	F	O	—
	—Chicago Tribune	CT-WA	1,150,327	2,078	5.0	79.7	8.38	2	M	M	—

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
226.	**EAU CLAIRE**—41,100 hslds. (0.1% of U.S.)										
	ADI: La Crosse-Eau Claire (127)										
	ABC audited newspapers										
	—St. Paul Sunday Pioneer Press	KR	241,318	6,322	15.4	15.4	2.40	3	P	M	——
	—Minneapolis Sunday Tribune	CW	610,744	3,466	8.4	23.8	4.92*	1	M	O	——
	—Milwaukee Journal	MN	533,132	2,550	6.2	30.0	3.50	3m	M	M	——
227.	**LAFAYETTE, LA**—40,900 hslds. (0.1% of U.S.)										
	ADI: Lafayette, LA (115)										
	ABC audited newspapers										
	Lafayette Advertiser	TN-MM	33,391	25,499	62.3	62.3	.35	—	F	O	——
	—Baton Rouge Sunday Advocate	BN	106,298	2,523	6.2	68.5	1.19	—	P	O	——
228.	**PUEBLO**—40,800 hslds. (0.1% of U.S.)										
	ADI: Colorado Springs-Pueblo (105)										
	ABC audited newspapers										
	Pueblo Star Journal & Chieftain	BN	50,834	33,803	82.9	82.9	.75	—	F	O	——
	—Denver Post	SF	350,373	2,744	6.7	89.6	2.13	2	M-L	M	——
229.	**RICHLAND-KENNEWICK-PASCO**—40,600 hslds. (0.1% of U.S.)										
	ADI: Yakima (122)										
	ABC audited newspapers										
	Pasco Tri-City Herald	—	38,258	32,344	79.7	79.7	.43*	—	F	O	171
230.	**TYLER**—40,500 hslds. (0.1% of U.S.)										
	ADI: Tyler (157)										
	ABC audited newspapers										
	Tyler Courier-Times-Telegraph	—	43,439	28,676	70.8	70.8	.38	—	F	—	——
	—Dallas Morning News	CW	344,587	5,314	13.1	83.9	2.04	1	L	M	——
231.	**WILLIAMSPORT**—40,400 hslds. (0.1% of U.S.)										
	ADI: Wilkes Barre-Scranton (40)										
	ABC audited newspapers										
	Williamsport Grit	—	39,838	17,959	44.5	44.5	.36	1	—	P	——
	—New York Sunday News	NY-WA-CW	2,610,917	3,477	8.6	53.1	14.14	2	M-O	M	——
232.	**TUSCALOOSA**—39,900 hslds. (0.1% of U.S.)										
	ADI: Tuscaloosa (189)										
	ABC audited newspapers										
	Tuscaloosa News	LA	32,003	24,771	62.1	62.1	.37*	1	F	O	2-133
	—Birmingham News	NN	215,682	2,987	7.5	69.6	1.38	1	P	—	——
233.	**PETERSBURG-COLONIA HEIGHTS-HOPEWELL**—39,800 hslds. (0.1% of U.S.)										
	ADI: Richmond (56)										
	ABC audited newspapers										
	Petersburg Progress-Index	TN	24,421	20,748	52.1	52.1	.33	—	—	O	——
	—Richmond Times-Dispatch	SF	214,021	11,869	29.8	81.9	1.86	1	P	M	——
	Other newspapers										
	Petersburg Progress-Index (S)	TN	—	—	—	—	.33	—	F	O	——

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
234.	**BAY CITY**—39,100 hslds. (0.1% of U.S.) ADI: Flint-Saginaw-Bay City (57)										
	ABC audited newspapers										
	Bay City Times	NN	44,302	29,137	74.5	74.5	.70	1	P-O	M	15-49
	—Detroit Free Press	KR	717,213	5,180	13.2	87.7	4.76	3	P-M-T-L	P	—
235.	**ANNISTON**—38,500 hslds. (0.1% of U.S.) ADI: Anniston (191)										
	ABC audited newspapers										
	Anniston Star	BN	31,169	25,577	66.4	66.4	.36	—	—	O	—
236.	**GREELEY**—38,000 hslds. (0.1% of U.S.) ADI: Denver (22)										
	ABC audited newspapers										
	—Denver Post	SF	350,373	7,931	20.9	20.9	2.13	2	M-L	M	—
	—Denver Rocky Mountain News	SK	277,203	7,249	19.1	40.0	1.55*	1	P	P	—
237.	**ST. JOSEPH**—37,800 hslds. (0.1% of U.S.) ADI: Kansas City (27), St. Joseph (179)										
	ABC audited newspapers										
	St. Joseph News-Press	BN	51,600	28,765	76.1	76.1	.71*	1	P	O	—
	—Kansas City Star	CW	402,472	2,429	6.4	82.5	3.10	1m	M-L	O	—
238.	**LAFAYETTE-WEST LAFAYETTE**—37,700 hslds. (Less than 0.1% of U.S.) ADI: Lafayette, IN (193)										
	ABC audited newspapers										
	Lafayette Journal & Courier	GT	36,874	25,823	68.5	68.5	.60	1	F	O	72
	—Indianapolis Sunday Star	MN	357,036	5,097	13.5	82.0	2.28	2m	M	M	—
239.	**KOKOMO**—36,700 hslds. (Less than 0.1% of U.S.) ADI: Indianapolis (19)										
	ABC audited newspapers										
	Kokomo Tribune	BN	30,947	27,246	74.2	74.2	.51	—	F	M	72
	—Indianapolis Sunday Star	MN	357,036	6,012	16.4	90.6	2.28	2m	M	M	—
240.	**PASCAGOULA-MOSS POINT**—36,400 hslds. (Less than 0.1% of U.S.) ADI: Mobile-Pensacola (61)										
	ABC audited newspapers										
	Pascagoula Mississippi Press Register	NN	22,384	20,922	57.5	57.5	.33	—	P	O	—
	—Biloxi-Gulfport Sun/Daily Herald	BN	39,157	6,313	17.3	74.8	.65	—	F	N	—
241.	**BILLINGS**—36,300 hslds. (Less than 0.1% of U.S.) ADI: Billings (162)										
	ABC audited newspapers										
	Billings Gazette	BN	60,705	28,627	78.9	78.9	.65	1	L	O	94
242.	**ODESSA**—35,100 hslds. (Less than 0.1% of U.S.) ADI: Odessa-Midland (150)										
	ABC audited newspapers										
	Odessa American	TP	40,949	27,466	78.3	78.3	.47	3	F-O	—	—

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
243.	**SIOUX FALLS**—34,700 hslds. (Less than 0.1% of U.S.) ADI: Sioux Falls-Mitchell (93)										
	ABC audited newspapers										
	Sioux Falls Argus Leader	GT	54,253	29,117	83.9	83.9	.80*	1	P	M	——
	—Minneapolis Sunday Tribune	CW	610,744	2,049	5.9	89.8	4.92*	1	M	O	——
244.	**BURLINGTON, N.C.**—34,300 hslds. (Less than 0.1% of U.S.) ADI: Greensboro-Winston Salem-High Point (54)										
	ABC audited newspapers										
	Burlington Times-News	LA-SF	27,332	24,778	72.2	72.2	.33	—	—	O	114
	—Greensboro Daily News	BN	113,934	7,172	20.9	93.1	1.19	1	P	O	——
245.	**GADSDEN**—34,300 hslds. (Less than 0.1% of U.S.) ADI: Birmingham (51)										
	ABC audited newspapers										
	Gadsden Times	LA	28,415	21,068	61.4	61.4	.36	—	—	M	——
	—Birmingham News	NN	215,682	1,882	5.5	66.9	1.38	1	P	—	——
246.	**ELMIRA**—33,500 hslds. (Less than 0.1% of U.S.) ADI: Elmira (161)										
	ABC audited newspapers										
	Elmira Sunday Telegram	GT	49,483	24,624	73.5	73.5	.605*	1	F	M	157
	—New York Sunday News	NY-WA-CW	2,610,917	3,212	9.6	83.1	14.14	2	M-O	M	——
247.	**LEWISTON-AUBURN**—33,100 hslds. (Less than 0.1% of U.S.) ADI: Portland-Poland Spring (78)										
248.	**GRAND FORKS**—32,600 hslds. (Less than 0.1% of U.S.) ADI: Fargo (102)										
	ABC audited newspapers										
	Grand Forks Herald	KR	36,679	20,992	64.4	64.4	.50	1	F	O	——
	—Minneapolis Sunday Tribune	CW	610,744	3,088	9.5	73.9	4.92*	1	M	O	——
249.	**LAWTON**—32,600 hslds. (Less than 0.1% of U.S.) ADI: Wichita Falls-Lawton (114)										
	ABC audited newspapers										
	Lawton Constitution-Press	SD	28,153	22,956	70.4	70.4	.44	1	O	O	——
	—Oklahoma City Sunday Oklahoman	SF	286,724	2,863	8.8	79.2	2.75	—	P	M	——
250.	**ALBANY, GA**—32,200 hslds. (Less than 0.1% of U.S.) ADI: Albany, GA (149)										
	ABC audited newspapers										
	Albany Herald	LA	38,193	22,374	69.5	69.5	.38	—	—	O	——
	—Atlanta Journal-Constitution	MN	536,682	2,633	8.2	77.7	3.12	1m	M	M	——
251.	**PANAMA CITY**—31,600 hslds. (Less than 0.1% of U.S.) ADI: Panama City (180)										
	ABC audited newspapers										
	Panama City News-Herald	LA	28,703	24,213	76.6	76.6	.36	1m	—	O	——

252. RAPID CITY—30,600 hslds. (Less than 0.1% of U.S.)

ADI: Rapid City (167)

ABC audited newspapers

Rank SMSA Name Newspaper	Rep	Edition	Total circ		SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan		Group number
Rapid City Journal	CW	33,018	20,945	68.4	68.4	.51	—	F		O	—

253. KANKAKEE—30,500 hslds. (Less than 0.1% of U.S.)

ADI: Chicago (3)

ABC audited newspapers

Rank SMSA Name Newspaper	Rep	Edition	Total circ		SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan		Group number
Kankakee Sunday Journal	LA	35,606	25,314	83.0	83.0	.44	—	—		—	—
—Chicago Tribune	CT-WA	1,150,327	3,799	12.5	95.5	8.38	2	M		M	—

254. ROCHESTER, MN—30,400 hslds. (Less than 0.1% of U.S.)

ADI: Rochester-Mason City-Austin (138)

ABC audited newspapers

Rank SMSA Name Newspaper	Rep	Edition	Total circ		SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan		Group number
—Minneapolis Sunday Tribune	CW	610,744	9,639	31.7	31.7	4.92*	1	M		O	—
—St. Paul Sunday Pioneer Press	KR	241,318	1,813	6.0	37.7	2.40	3	P		M	—

255. BLOOMINGTON, IN—30,300 hslds. (Less than 0.1% of U.S.)

ADI: Indianapolis (19)

ABC audited newspapers

Rank SMSA Name Newspaper	Rep	Edition	Total circ		SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan		Group number
Bloomington Bedford Sunday Herald-Times	LA	40,482	21,334	70.4	70.4	.43*	1	F		O	139
—Indianapolis Sunday Star	MN	357,036	3,158	10.4	80.8	2.28	2m	M		M	—
—Louisville Courier-Journal	—	346,631	1,998	6.6	87.4	3.13	3	M-L		M	—

256. La CROSSE—30,300 hslds. (Less than 0.1% of U.S.)

ADI: La Crosse-Eau Claire (127)

ABC audited newspapers

Rank SMSA Name Newspaper	Rep	Edition	Total circ		SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan		Group number
La Crosse Tribune	BN	35,399	21,791	71.9	71.9	.43*	1	F		P	170-78
—Milwaukee Journal	MN	533,132	2,055	6.8	78.7	3.50	3m	M		M	—
—St. Paul Sunday Pioneer Press	KR	241,318	1,642	5.4	84.1	2.40	3	P		M	—

257. SHERMAN-DENISON—30,200 hslds. (Less than 0.1% of U.S.)

ADI: Dallas-Fort Worth (10)

ABC audited newspapers

Rank SMSA Name Newspaper	Rep	Edition	Total circ		SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan		Group number
Sherman Democrat	TD	19,777	15,985	52.9	52.9	.28	1	—		—	—
Denison Herald	BN	14,726	10,311	34.1	87.0	.29	1	—		O	68-70
—Dallas Morning News	CW	344,587	4,364	14.5	101.5	2.04	1	L		M	—

258. COLUMBIA, MO—29,000 hslds. (Less than 0.1% of U.S.)

ADI: Columbia-Jefferson City (139)

ABC audited newspapers

Rank SMSA Name Newspaper	Rep	Edition	Total circ		SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan		Group number
Columbia Daily Tribune	SD	19,916	17,059	58.8	58.8	.30*	—	—		—	—
—St. Louis Post-Dispatch	NN	441,866	1,870	6.4	65.2	3.10*	2	M-P-L		M	182
—Kansas City Star	CW	402,472	1,731	6.0	71.2	3.10	1m	M-L		O	—

259. DUBUQUE—29,000 hslds. (Less than 0.1% of U.S.)

ADI: Cedar Rapids-Waterloo (70)

ABC audited newspapers

Rank SMSA Name Newspaper	Rep	Edition	Total circ		SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan		Group number
Dubuque Telegraph-Herald	BN	41,963	24,605	84.8	84.8	.56	1	F		O	—
—Des Moines Sunday Register	CW	418,217	5,949	20.5	105.3	3.82	3	M-L		M	—

260. GREAT FALLS—28,800 hslds. (Less than 0.1% of U.S.)

ADI: Great Falls (175)

ABC audited newspapers

Rank SMSA Name Newspaper	Rep	Edition	Total circ		SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan		Group number
Great Falls Tribune	CW	45,908	23,457	81.4	81.4	.70	3	F-L		M	—

Rank	SMSA Name Newspaper	Rep	Total circ	SMSA circ	SMSA cov (%)	Cume cov (%)	Open line rate ($)	News-plan	Supp	Comic section	Group number
261.	**SAN ANGELO**—28,200 hslds. (Less than 0.1% of U.S.) ADI: San Angelo (198)										
	ABC audited newspapers										
	San Angelo Standard Times	BN	42,378	21,599	76.6	76.6	.65	1	F	O	68-69
262.	**PINE BLUFF**—27,800 hslds. (Less than 0.1% of U.S.) ADI: Little Rock (55)										
	ABC audited newspapers										
	Pine Bluff Commercial	AD	23,896	18,371	66.1	66.1	.33	—	F	O	——
	—Little Rock Arkansas Gazette	SF	157,745	4,058	14.6	80.7	1.30	2m	P-O	P	——
	—Little Rock Arkansas Democrat	BN	98,237	2,611	9.4	90.1	.80	2m	F-O	M	——
263.	**OWENSBORO**—27,300 hslds. (Less than 0.1% of U.S.) ADI: Evansville (87)										
	ABC audited newspapers										
	Owensboro Messenger-Inquirer	SK	32,148	23,060	84.5	84.5	.32*	1	F	O	——
	—Louisville Courier-Journal	—	346.631	2,316	8.5	93.0	3.13	3	M-L	M	——
264.	**BRYAN-COLLEGE STATION**—25,600 hslds. (Less than 0.1% of U.S.) ADI: Waco-Temple (100)										
	ABC audited newspapers										
	—Houston Post	BN	360,014	5,669	22.1	22.1	2.47*	3	P-A	P	——
	—Houston Chronicle	SF	417,544	4,344	17.0	39.1	2.55*	2	M-T-L	M	——
	—Dallas Morning News	CW	344,587	1,311	5.1	44.2	2.04	1	L	M	——
	Other newspapers										
	Bryan Eagle (S)	BN	18,081	—	—	—	.33*	2	F	P	68-70
265.	**MIDLAND**—25,000 hslds. (Less than 0.1% of U.S.) ADI: Odessa-Midland (150)										
	ABC audited newspapers										
	Midland Reporter-Telegram	TP	23,756	20,929	83.7	83.7	.32	1m	L	O	90
	—San Angelo Standard Times	BN	42,378	1,461	5.8	89.5	.65	1	F	O	68-69
266.	**BISMARCK, ND**—24,400 hslds. (Less than 0.1% of U.S.) ADI: Minot-Bismark-Dickinson (143)										
	ABC audited newspapers										
	—Fargo-Moorhead Sunday Forum	SK	62,487	3,244	13.3	13.3	.85*	1	P	P	——
267.	**LAREDO**—23,700 hslds. (Less than 0.1% of U.S.) ADI: Laredo (204)										
	ABC audited newspapers										
	Laredo Times	TP	18,989	13,479	56.9	56.9	.33	1	—	—	——
	Laredo News	LA	9,817	7,605	32.1	89.0	.32	—	L	O	——
268.	**LAWRENCE, KS**—22,600 hslds. (Less than 0.1% of U.S.) ADI: Kansas City (27)										
	ABC audited newspapers										
	—Kansas City Star	CW	402,472	5,914	26.2	26.2	3.10	1m	M-L	O	——
	—Topeka Sunday Capital Journal	BN	73,387	2,522	11.2	37.4	1.04	1	P-L	P	——
269.	**VICTORIA**—20,000 hslds. (Less than 0.1% of U.S.) ADI: Victoria (207)										
	ABC audited newspapers										
	Victoria Advocate	TP	30,087	15,976	79.9	79.9	.40	1	—	—	——

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SECTION 5

COSTS

The following tables provide generalized newspaper cost, circulation and coverage data for market-by-market newspaper planning. The tables cover both daily and Sunday newspapers for the top 100 ADI's and all 269 SMSA's.

The data is based on use of the largest newspapers in each market. The lists were compiled by adding papers in descending order of market coverage (circulation to households) until an aggregate gross coverage within 10% of the 60% goal was achieved. Only papers originating in the market are included. The basic computations were done by the Audit Bureau of Circulations.

Circulation data is from ABC as of October, 1979. The cost computations were done by Encyclomedia based on rates supplied directly to Encyclomedia by the individual newspapers or their reps. Costs of 1,000 lines and 600 lines were figured at the 5,000-line discount level.

With the recent rise in the number of six column newspapers we used the formula that an ad for 1,000 lines in an eight or nine column paper would be comparable to 800 lines in a six column paper, and a 600 line ad would be comparable to 450 lines. This was taken into account when computing the figures.

Actual size in six column newspapers may vary depending upon layout. The tables were intended for rough planning only, and do not take into account rate increases, contract rates, Newsplan or other frequency discounts. Group buys are also not included. Those interested in computing the costs more accurately should refer to Sections 3 and 4 to learn which individual newspapers comprise the 60% gross household coverage and whether these are five, six, eight or nine column papers, whether a group buy should be included or a rate increase has occurred. Markets with no home market newspaper coverage are not included. See Sections 3 and 4 for spill-in data.

Pages 314-318—Planning tables for top 100 ADI's.

Pages 319-331—Planning tables for SMSA's.

60% COVERAGE

MARKET-BY-MARKET COSTS IN 100 ADI'S

DAILY NEWSPAPERS

ADI Rank/ Name	Households	Percent of U.S.	Minimum buys required	ADI gross HH coverage	ADI gross circulation	Percent of total circulation	Open line rate	Full page cost	Ad-unit costs at 5,000-line rates 1,000* lines	600* lines
1. New York	6,495,500	8.6	6	60.6	3,933,373	90.6	33.02	51,962	27,892	16,099
2. Los Angeles	3,943,809	5.2	31	59.8	2,358,985	94.3	24.811	55,935	23,375	14,010
3. Chicago	2,868,800	3.8	16	60.3	1,728,427	93.9	17.912	33,367	15,050	8,838
4. Philadelphia	2,392,700	3.2	5	60.9	1,458,642	95.7	17.025	28,680	13,014	7,320
5. San Francisco	1,841,233	2.4	8	61.8	1,134,630	88.9	12.28	31,284	12,089	7,253
6. Boston	1,818,200	2.4	8	61.0	1,108,645	92.4	11.64	30,627	10,540	6,324
7. Detroit	1,593,500	2.1	2	67.7	1,079,022	86.6	9.43	21,814	8,740	5,244
8. Washington, DC	1,364,800	1.8	2	60.8	829,893	93.3	9.20	25,585	8,240	4,944
9. Cleveland	1,327,400	1.8	3	62.7	831,811	97.1	6.17	15,159	5,646	3,333
10. Dallas-Fort Worth	1,158,700	1.5	3	61.6	713,924	94.0	5.58	15,098	5,580	3,348
Markets 1-10	24,804,642	32.8	84	61.6	15,177,352	92.6	147.068	309,515	130,166	76,715
11. Pittsburgh	1,116,300	1.5	8	61.5	687,122	96.8	7.27	16,996	6,844	4,053
12. Houston	1,032,300	1.4	3	60.2	621,757	95.3	5.08	13,613	4,914	2,948
13. St. Louis	1,008,800	1.3	7	58.6	589,740	92.7	6.125	19,020	6,825	4,095
14. Minneapolis-St. Paul	955,100	1.3	2	63.4	605,462	88.5	7.14	11,584	5,080	2,857
15. Miami	953,200	1.3	3	63.9	609,262	88.8	8.33	14,312	6,620	3,742
16. Atlanta	938,000	1.2	5	49.6	465,295	91.6	4.23	9,855	4,022	2,401
17. Tampa-St. Petersburg	877,800	1.2	4	62.7	550,658	98.3	4.77	11,799	4,770	2,862
18. Seattle-Tacoma	862,272	1.1	3	61.8	533,196	97.0	5.82	12,480	5,106	2,978
19. Indianapolis	785,000	1.0	5	61.8	484,850	94.9	5.00	12,712	4,350	2,575
20. Baltimore	771,600	1.0	2	63.6	490,568	96.4	4.99	13,473	4,990	2,994
Markets 11-20	9,300,372	12.3	42	60.7	5,637,910	94.0	58.755	135,847	53.521	31,508
Markets 1-20	34,105,014	45.1	126	61.0	20,815,262	92.7	205.823	445,363	183,687	108,223
21. Portland, OR	703,100	.9	4	63.3	444,783	93.3	4.02	9,644	3,668	2,163
22. Denver	681,000	.9	2	70.2	478,172	91.8	3.22	6,363	2,764	1,615
23. Hartford-New Haven	680,800	.9	4	65.2	443,378	97.3	3.72	9,087	3,466	2,055
24. Sacramento-Stockton	672,225	.9	6	60.1	404,072	92.9	4.32	9,821	4,050	2,430
25. Cincinnati	646,800	.9	3	60.5	391,455	98.0	3.47	9,246	3,210	1,926
26. Milwaukee	641,700	.8	1	66.1	423,905	86.0	3.00	8,100	2,600	1,560
27. Kansas City	632,800	.8	1	91.1	576,745	92.8	4.22	7,874	3,376	1,899
28. Buffalo	615,300	.8	2	63.6	391,413	99.0	3.15	7,761	3,150	1,890
29. San Diego	598,400	.8	3	63.9	381,771	98.9	3.43	8,254	2,778	1,591
30. Nashville	584,200	.8	4	20.5	119,802	97.7	2.273	5,892	1,787	1,061
Markets 21-30	6,456,325	8.5	30	62.4	4,055,496	94.7	34.823	82,046	30,849	18,191
Markets 1-30	40,561,339	53.6	156	61.3	24,870,758	93.0	240.646	527,410	214,536	126,414
31. Providence	569,400	.8	5	63.8	362,893	97.2	4.18	10,043	3,917	2,313
32. Columbus, OH	561,700	.7	3	60.8	341,249	96.2	2.25	6,256	2,250	1,350
33. Phoenix	556,979	.7	2	63.1	351,593	96.0	2.48	6,618	2,480	1,488
34. Memphis	542,500	.7	5	55.6	301,369	87.9	3.615	9,797	3,345	1,999
35. Charlotte	540,500	.7	7	62.3	336,680	91.8	5.03	9,387	4,196	2,392
36. New Orleans	516,300	.7	2	61.0	315,138	93.9	1.95	5,044	1,870	1,122
37. Greenville-Spartanburg-Asheville	515,900	.7	6	56.4	290,525	96.4	3.86	9,300	3,796	2,268
38. Oklahoma City	483,300	.6	3	63.0	304,788	88.3	3.79	9,954	3,700	2,220
39. Grand Rapids-Kalamazoo-Battle Creek	478,100	.6	7	60.3	288,717	97.0	4.423	9,214	3,799	2,199
40. Wilkes Barre-Scranton	468,900	.6	8	60.5	283,418	97.0	3.81	8,825	3,644	2,161
Markets 31-40	5,233,579	6.8	48	60.6	3,176,370	94.1	35.388	84,443	32,997	19,514
Markets 1-40	45,794,918	60.4	204	61.2	28,047,128	93.1	276.034	611,853	247,553	145,929

*These figures are for 8- and 9-column newspapers. 1,000 lines equates to 800 lines; 600 lines equates to 450 lines.

DAILY NEWSPAPERS CONTINUED

ADI Rank/ Name	Households	Percent of U.S.	Minimum buys required	ADI gross HH coverage	ADI gross circulation	Percent of total circulation	Open line rate	Full page cost	Ad-unit costs at 5,000-line rates 1,000* lines	Ad-unit costs at 5,000-line rates 600* lines
41. Orlando-Daytona Beach	463,700	.6	3	67.4	312,588	95.1	4.13	9,395	3,801	2,250
42. Charleston-Huntington	463,600	.6	11	57.8	267,883	91.9	4.22	10,227	4,426	2,559
43. Louisville	457,800	.6	1	65.6	300,486	83.1	3.13	5,634	4,705	2,646
44. Raleigh-Durham	450,600	.6	6	62.5	281,402	82.9	3.68	9,103	3,680	2,208
45. Albany-Schenectady-Troy	445,400	.6	4	62.5	278,466	97.7	3.00	7,775	3,000	1,800
46. Salt Lake City	445,400	.6	4	60.7	270,595	99.4	2.32	6,284	2,320	1,392
47. Dayton	444,700	.6	2	64.6	287,310	97.1	5.76	16,329	5,760	3,456
48. Harrisburg-York-Lancaster-Lebanon	443,300	.6	4	65.2	289,153	97.0	2.25	5,897	2,250	1,350
49. San Antonio	436,700	.6	2	61.9	270,322	96.9	2.69	7,287	2,650	1,590
50. Norfolk-Portsmouth-Newport Nws-Hampton	434,700	.6	2	73.2	317,972	98.7	2.98	7,914	2,980	1,788
Markets 41-50	4,485,900	6.0	39	64.1	2,876,177	93.9	34.160	85,849	35,572	21,040
Markets 1-50	50,280,818	66.4	243	61.5	30,923,305	93.1	310.194	697,702	283,106	166,969
51. Birmingham	426,900	.6	3	56.0	238,709	85.6	2.10	5,733	2,100	1,260
52. Tulsa	408,800	.5	6	60.6	248,275	92.2	3.11	6,307	2,730	1,581
53. Wichita-Hutchinson	400,000	.5	4	60.1	240,625	93.0	3.59	6,607	2,872	1,615
54. Greensboro-Winston Salem-High Point	398,700	.5	3	61.4	244,811	95.5	2.91	7,476	2,910	1,746
55. Little Rock	397,100	.5	4	45.9	182,213	86.1	2.51	6,102	2,487	1,492
56. Richmond	389,000	.5	2	66.8	259,914	93.1	2.58	6,195	2,580	1,548
57. Flint-Saginaw-Bay City	384,500	.5	6	59.4	228,213	95.2	3.51	6,712	2,906	1,653
58. Shreveport-Texarkana	381,600	.5	6	50.8	193,786	93.6	2.38	6,025	2,380	1,428
59. Toledo	381,500	.5	5	60.2	229,931	95.2	2.38	5,857	2,262	1,344
60. Knoxville	363,900	.5	5	55.8	203,236	93.0	2.03	4,835	1,882	1,107
Markets 51-60	3,932,000	5.1	44	57.2	2,269,713	92.2	26,794	61,854	25,109	14,774
Markets 1-60	54,212,818	71.5	286	61.2	33,193,018	93.1	336.988	759,556	308,215	181,744
61. Mobile-Pensacola	344,100	.5	4	61.5	211,650	97.7	2.52	6,407	2,520	1,512
62. Des Moines	341,000	.5	2	64.4	219,466	65.0	4.05	7,573	3,056	1,719
63. Syracuse	340,911	.5	2	62.6	213,448	94.1	2.23	4,708	1,843	1,090
64. Roanoke-Lynchburg	326,800	.4	5	60.8	198,852	95.7	2.59	6,236	2,484	1,474
65. Omaha	321,500	.4	2	61.6	197,901	77.3	2.19	5,273	2,190	1,314
66. Fresno	319,600	.4	6	59.0	188,495	98.7	2.57	5,612	2,372	1,408
67. Green Bay	319,000	.4	7	60.2	192,370	96.7	2.77	6,320	2,626	1,554
68. Jacksonville	318,800	.4	2	62.6	199,645	94.1	2.46	5,923	2,460	1,476
69. Rochester, NY	315,400	.4	1	76.0	239,581	95.1	3.001	8,102	2,284	1,370
70. Cedar Rapids-Waterloo	299,200	.4	4	56.3	168,538	94.7	2.22	5,501	2,134	1,267
Markets 61-70	3,246,311	4.3	35	62.5	2,029,946	90.9	26.601	61,661	23,969	14,186
Markets 1-70	57,459,129	75.8	321	61.2	35,222,964	92.8	363.589	821,218	332,184	195,930
71. Spokane	294,100	.4	4	57.6	169,063	95.8	2.01	4,717	1,850	1,096
72. Johnstown-Altoona	291,100	.4	3	33.5	97,639	95.2	1.19	2,845	1,190	714
73. Springfield-Decatur-Champaign	291,000	.4	4	62.3	181,627	86.5	2.94	6,620	2,734	1,609
74. Paducah-Cape Girardeau-Harrisburg	287,700	.4	5	33.2	95,875	88.9	1.73	3,944	1,612	949
75. Davenport-Rock Island-Moline	283,200	.4	6	61.3	173,762	95.9	2.69	5,902	2,072	1,218
76. Chattanooga	279,800	.4	4	49.7	139,290	97.4	1.465	3,523	1,435	861
77. South Bend-Elkhart	279,300	.4	4	62.3	174,226	91.9	2.23	4,297	1,796	1,053
78. Portland-Poland Spring	276,500	.4	5	61.6	170,242	91.3	2.23	5,131	2,002	931
79. Albuquerque	275,130	.4	4	53.7	147,664	95.3	1.94	4,575	1,886	1,123
80. Youngstown	262,700	.3	3	64.1	168,337	97.4	1.42	3,532	1,420	852
Markets 71-80	2,820,530	3.9	42	53.8	1,535,665	93.6	20.095	45,905	17,997	10,406
Markets 1-80	60,279,659	79.7	363	60.9	36,758,629	92.9	383.650	866,309	350,181	206,336
81. Springfield, MO	251,800	.3	1	30.8	77,675	97.8	.91	2,191	880	528
82. West Palm Beach	251,200	.3	4	56.7	142,878	96.3	2.175	4,672	1,921	1,114
83. Jackson, MS	249,300	.3	3	43.2	107,654	83.4	1.32	3,007	1,262	748
84. Bristol-Kingsport-Johnson City	248,400	.3	3	42.5	105,709	98.5	1.16	2,845	1,160	696
85. Lincoln-Hastings-Kearney	243,100	.3	8	60.9	148,120	89.3	2.43	5,220	2,230	1,308

*These figures are for 8- and 9-column newspapers. 1,000 lines equates to 800 lines; 600 lines equates to 450 lines.

DAILY NEWSPAPERS CONTINUED

ADI Rank/ Name	Households	Percent of U.S.	Minimum buys required	ADI gross HH coverage	ADI gross circulation	Percent of total circulation	Open line rate	Full page cost	Ad-unit costs at 5,000-line rates	
									1,000* lines	600* lines
86. Springfield, MA	225,500	.3	1	61.7	139,151	92.5	1.18	3,217	1,180	708
87. Evansville	223,900	.3	3	63.1	141,397	93.8	1.41	3,564	1,356	805
88. Lexington	220,200	.3	2	43.3	95,234	88.1	1.20	3,110	1,200	720
89. Peoria	213,900	.3	2	62.6	133,975	86.3	1.60	3,261	1,452	849
90. Burlington-Plattsburgh	209,000	.3	7	57.9	120,906	93.6	2.26	4,714	2,036	1,188
Markets 81-90	2,336,300	3.0	34	52.2	1,212,699	92.1	15.645	35,808	14,677	8,665
Markets 1-90	62,615,959	82.7	397	60.5	37,971,328	92.8	399.295	902,117	364,858	215,001
91. Tucson	207,570	.3	1	59.7	123,857	97.2	1.07	2,898	1,070	642
92. Austin, TX	204,900	.3	3	59.1	121,011	91.6	1.45	3,711	1,450	870
93. Sioux Falls-Mitchell	201,800	.3	5	50.8	102,635	89.9	1.81	3,876	1,650	966
94. Greenville-New Bern-Washington	200,600	.3	6	37.9	76,023	94.9	1.29	3,106	1,290	774
95. Columbia, SC	197,900	.3	2	64.8	128,149	82.4	1.63	3,925	1,630	978
96. Fort Wayne	196,900	.3	1	63.9	125,770	93.9	.94	2,622	940	564
97. Lansing	194,100	.3	2	53.9	104,565	93.5	1.52	3,596	1,366	798
98. Baton Rouge	193,800	.3	1	50.5	97,952	87.5	1.19	2,127	952	535
99. Huntsville-Decatur-Florence	193,500	.3	3	58.3	112,840	95.9	1.399	3,554	1,309	785
100. Waco-Temple	187,400	.2	3	43.0	80,674	93.0	1.27	3,329	1,270	762
Markets 91-100	1,978,470	2.9	27	54.1	1,073,496	91.9	13.569	32,748	12,927	7,675
Markets 1-100	64,594,429	85.6	424	60.4	39,044,824	92.8	412.864	934,866	377,785	222,676

SUNDAY NEWSPAPERS

1. New York	6,495,500	8.6	4	65.6	4,257,151	82.6	30.38	48,911	25,926	15,015
2. Los Angeles	3,943,809	5.2	13	60.6	2,390,376	93.3	20.976	46,577	19,674	11,804
3. Chicago	2,868,800	3.8	3	62.3	1,785,716	92.6	14.81	25,073	11,898	7,005
4. Philadelphia	2,392,700	3.2	3	61.4	1,467,962	92.3	14.76	25,927	11,248	6,327
5. San Francisco	1,841,233	2.4	8	61.1	1,108,315	88.0	10.41	29,101	11,167	6,700
6. Boston	1,818,200	2.4	5	61.1	1,110,045	87.8	10.23	27,051	9,800	5,880
7. Detroit	1,593,500	2.1	2	79.1	1,260,272	82.0	10.38	24,541	9,920	5,952
8. Washington, DC	1,364,800	1.8	2	74.2	1,012,467	91.6	10.35	28,783	9,340	5,604
9. Cleveland	1,327,400	1.8	5	61.9	821,877	97.3	7.03	14,519	5,550	3,264
10. Dallas-Fort Worth	1,158,700	1.5	3	74.6	864,517	93.3	5.73	15,504	5,730	3,438
Markets 1-10	24,804,642	32.8	48	66.0	16,078,698	90.0	135.056	285,991	120,253	70,989
11. Pittsburgh	1,116,300	1.5	3	62.4	696,237	90.9	5.37	12,974	5,150	3,068
12. Houston	1,032,300	1.4	2	70.6	728,482	93.7	5.02	13,554	4,848	2,908
13. St. Louis	1,008,800	1.3	2	64.0	645,571	90.4	5.23	14,312	4,950	2,970
14. Minneapolis-St. Paul	955,100	1.3	2	73.1	697,406	81.8	7.32	12,521	5,512	3,100
15. Miami	953,200	1.3	2	61.2	583,642	85.4	7.96	13,757	6,224	3,501
16. Atlanta	938,000	1.2	4	55.3	518,730	86.2	4.38	10,225	4,042	2,413
17. Tampa-St. Petersburg	877,800	1.2	3	60.3	528,722	97.5	4.19	10,572	4,190	2,514
18. Seattle-Tacoma	862,272	1.1	2	62.3	537,789	94.0	5.22	10,590	4,252	2,467
19. Indianapolis	785,000	1.0	7	61.7	484,458	91.6	5.12	11,526	4,464	2,629
20. Baltimore	771,600	1.0	2	74.1	571,315	94.3	5.270	14,229	5,270	3,162
Markets 11-20	9,300,372	12.3	29	59.4	5,992,352	91.0	55.08	124,260	48,902	28,732
Markets 1-20	34,105,014	45.1	77	63.0	22,071,050	88.9	190.136	410,251	169,155	99,721
21. Portland, OR	703,100	.9	3	65.2	458,690	90.5	3.51	8,732	3,280	1,944
22. Denver	681,000	.9	2	81.8	557,231	88.8	3.68	7,619	3,214	1,885
23. Hartford-New Haven	680,800	.9	3	67.4	459,063	94.6	3.84	9,436	3,586	2,127
24. Sacramento-Stockton	672,225	.9	5	59.9	402,499	88.8	4.24	9,551	3,960	2,376
25. Cincinnati	646,800	.9	3	51.3	332,416	96.9	3.10	8,134	2,930	1,758

*These figures are for 8- and 9-column newspapers. 1,000 lines equates to 800 lines; 600 lines equates to 450 lines.

SUNDAY NEWSPAPERS CONTINUED

ADI Rank/ Name	Households	Percent of U.S.	Minimum buys required	ADI gross HH coverage	ADI gross circulation	Percent of total circulation	Open line rate	Full page cost	Ad-unit costs at 5,000-line rates	
									1,000* lines	600* lines
26. Milwaukee	641,700	.8	1	64.9	416,197	78.1	3.15	8,505	2,800	1,680
27. Kansas City	632,800	.8	2	60.3	381,567	89.8	3.59	6,669	2,872	1,615
28. Buffalo	615,300	.8	2	66.6	409,884	98.3	3.30	8,131	3,300	1,980
29. San Diego	598,400	.8	3	62.9	376,853	98.6	3.32	7,994	2,778	1,591
30. Nashville	584,200	.8	1	2.2	12,963	98.4	.36	650	288	162
Markets 21-30	6,456,325	8.5	25	58.2	3,807,363	92.2	32.090	75,423	29,008	17,119
Markets 1-30	40,561,339	53.6	102	62.4	25,878,413	89.2	222.226	485,674	198,163	116,840
31. Providence	569,400	.8	3	48.2	274,260	96.6	3.00	7,451	2,870	1,702
32. Columbus, OH	561,700	.7	2	57.6	323,802	91.5	1.87	5,198	1,870	1,122
33. Phoenix	556,979	.7	1	61.3	341,376	94.3	2.10	5,688	2,100	1,260
34. Memphis	542,500	.7	2	45.1	244,719	83.7	3.00	7,623	2,730	1,630
35. Charlotte	540,500	.7	5	53.7	290,008	89.3	4.24	8,098	3,452	1,953
36. New Orleans	516,300	.7	3	59.0	304,418	91.7	2.05	5,301	2,000	1,200
37. Greenville-Spartanburg-Asheville	515,900	.7	4	49.7	256,944	96.0	3.30	8,145	3,300	1,980
38. Oklahoma City	483,300	.6	3	64.5	311,754	87.5	3.79	9,954	3,700	2,220
39. Grand Rapids-Kalamazoo-Battle Creek	478,100	.6	4	58.3	278,634	94.3	3.44	6,717	2,788	1,588
40. Wilkes Barre-Scranton	468,900	.6	4	38.9	182,723	93.0	2.60	5,687	2,478	1,476
Markets 31-40	5,233,579	6.8	31	53.6	2,808,638	91.7	29.39	69,865	27,288	16,132
Markets 1-40	45,794,918	60.4	133	61.4	28,687,051	89.4	251.616	555,539	225,451	132,972
41. Orlando-Daytona Beach	463,700	.6	3	72.1	334,458	94.4	4.19	9,593	3,775	2,237
42. Charleston-Huntington	463,600	.6	5	41.0	190,045	90.6	3.29	6,750	2,898	1,680
43. Louisville	457,800	.6	1	60.1	275,328	79.4	3.13	5,634	1,748	983
44. Raleigh-Durham	450,600	.6	5	54.5	245,480	77.1	3.42	8,472	3,420	2,052
45. Albany-Schenectady-Troy	445,400	.6	3	43.8	195,106	93.7	2.53	6,344	2,444	1,453
46. Salt Lake City	445,400	.6	4	59.5	265,130	98.9	2.32	6,284	2,320	1,392
47. Dayton	444,700	.6	3	63.4	282,163	95.4	6.21	17,400	6,210	3,726
48. Harrisburg-York-Lancaster-Lebanon	443,300	.6	2	58.2	257,862	88.7	1.60	4,361	740	444
49. San Antonio	436,700	.6	2	77.7	339,215	95.5	2.84	7,693	2,800	1,680
50. Norfolk-Portsmouth-Newport Nws-Hampton	434,700	.6	2	67.4	292,773	98.4	2.50	6,605	2,500	1,500
Markets 41-50	4,485,900	6.0	30	59.7	2,677,560	91.2	32.030	79,140	28,856	17,148
Markets 1-50	50,280,818	66.4	163	61.2	31,364,611	89.6	283.646	634,679	254,307	150,120
51. Birmingham	426,900	.6	3	51.0	217,532	85.5	1.92	5,234	1,920	1,152
52. Tulsa	408,800	.5	5	61.1	249,561	91.8	2.92	5,860	2,540	1,467
53. Wichita-Hutchinson	400,000	.5	4	61.8	247,087	90.3	3.60	6,626	2,880	1,620
54. Greensboro-Winston Salem-High Point	398,700	.5	4	63.5	253,090	94.3	3.24	8,270	3,240	1,944
55. Little Rock	397,100	.5	3	61.5	244,518	87.4	2.43	5,922	2,406	1,443
56. Richmond	389,000	.5	3	62.7	244,013	91.3	2.65	6,465	2,650	1,590
57. Flint-Saginaw-Bay City	384,500	.5	3	51.1	196,291	95.3	2.63	4,811	2,104	1,183
58. Shreveport-Texarkana	381,600	.5	5	52.2	199,026	93.3	2.10	5,327	2,100	1,260
59. Toledo	381,500	.5	1	51.4	196,187	93.4	1.45	3,963	1,410	846
60. Knoxville	363,900	.5	2	45.3	164,669	91.6	1.32	3,330	1,160	732
Markets 51-60	3,932,000	5.1	33	66.2	2,211,774	91.4	24.26	55,808	22,410	13,237
Markets 1-60	54,212,818	71.5	196	63.3	33,576,585	91.2	307.906	690,474	276,716	163,354
61. Mobile-Pensacola	344,100	.5	4	59.2	203,901	97.2	2.52	6,407	2,520	1,512
62. Des Moines	341,000	.5	1	63.2	215,433	51.5	3.82	7,173	2,816	1,584
63. Syracuse	340,911	.5	2	61.1	208,128	81.8	2.12	5,168	1,930	1,158
64. Roanoke-Lynchburg	326,800	.4	4	57.1	186,848	95.6	2.46	5,941	2,354	1,396
65. Omaha	321,500	.4	1	61.3	196,984	70.6	2.02	4,864	2,020	1,212
66. Fresno	319,600	.4	1	45.2	144,313	98.9	1.13	2,472	1,020	612
67. Green Bay	319,000	.4	5	59.2	188,583	95.5	2.24	5,044	2,096	1,236
68. Jacksonville	318,800	.4	1	54.4	173,276	92.9	2.11	5,080	2,110	1,266
69. Rochester, NY	315,400	.4	1	67.5	213,004	93.2	2.35	6,345	2,205	1,323
70. Cedar Rapids-Waterloo	299,200	.4	3	54.9	164,384	94.4	1.79	4,734	1,790	1,074

*These figures are for 8- and 9-column newspapers. 1,000 lines equates to 800 lines; 600 lines equates to 450 lines.

SUNDAY NEWSPAPERS CONTINUED

ADI Rank/ Name	Households	Percent of U.S.	Minimum buys required	ADI gross HH coverage	ADI gross circulation	Percent of total circulation	Open line rate	Full page cost	Ad-unit costs at 5,000-line rates 1,000* lines	600* lines
Markets 61-70	3,246,311	4.3	23	58.3	1,894,854	87.1	22.560	53,231	20,861	12,373
Markets 1-70	57,459,129	75.8	219	60.5	35,471,439	90.7	330.466	743,705	297,577	175,727
71. Spokane	294,100	.4	2	49.0	144,158	94.1	1.42	3,388	1,420	852
72. Johnstown-Altoona	291,100	.4	1	13.8	40,063	94.4	.51	1,228	510	306
73. Springfield-Decatur-Champaign	291,000	.4	4	62.7	182,636	85.0	2.94	6,620	2,734	1,609
74. Paducah-Cape Girardeau-Harrisburg	287,700	.4	4	31.7	90,933	90.9	1.48	3,267	1,362	799
75. Davenport-Rock Island-Moline	283,200	.4	4	55.5	157,196	95.8	2.10	4,767	1,514	894
76. Chattanooga	279,800	.4	3	51.9	145,261	97.3	1.315	3,161	1,315	789
77. South Bend-Elkhart	279,300	.4	1	41.1	114,809	91.0	1.24	1,700	736	414
78. Portland-Poland Spring	276,500	.4	2	36.6	101,022	81.2	1.17	2,804	1,170	702
79. Albuquerque	275,130	.4	3	51.2	140,918	93.9	1.68	3,871	1,626	967
80. Youngstown	262,700	.3	2	68.3	179,439	91.8	1.32	3,299	1,320	792
Markets 71-80	2,820,530	3.9	26	42.1	1,296,435	91.5	15.175	34,105	13,707	8,124
Markets 1-80	60,279,659	79.7	245	59.6	36,767,874	90.8	345.641	766,807	311,284	183,851
81. Springfield, MO	251,800	.3	1	32.2	81,057	97.1	1.00	2,408	890	534
82. West Palm Beach	251,200	.3	4	62.3	156,433	97.5	2.18	4,684	1,926	1,117
83. Jackson, MS	249,300	.3	2	41.2	102,786	80.9	1.03	2,468	1,030	618
84. Bristol-Kingsport-Johnson City	248,400	.3	3	43.1	107,113	98.1	1.16	2,845	1,160	696
85. Lincoln-Hastings-Kearney	243,100	.3	1	26.2	63,640	91.0	.88	2,119	880	528
86. Springfield, MA	225,500	.3	1	57.0	128,456	89.3	.96	2,617	960	576
87. Evansville	223,900	.3	3	65.2	146,005	90.3	1.41	3,564	1,356	805
88. Lexington	220,200	.3	2	45.2	99,510	88.2	1.42	3,698	1,420	852
89. Peoria	213,900	.3	2	66.2	141,727	83.2	1.60	3,261	1,452	849
90. Burlington-Plattsburgh	209,000	.3	3	29.4	61,608	94.7	1.27	2,590	1,120	649
Markets 81-90	2,336,300	3.0	22	46.8	1,088,335	91.0	12.910	30,259	12,194	7,225
Markets 1-90	62,615,959	82.7	267	59.1	37,856,209	90.8	358.551	797,066	323,478	191,076
91. Tucson	207,570	.3	1	56.8	117,949	96.3	1.07	2,898	1,070	642
92. Austin, TX	204,900	.3	2	61.1	125,367	91.4	1.27	3,278	1,270	762
93. Sioux Falls-Mitchell	201,800	.3	3	40.5	81,811	89.3	1.35	2,769	1,190	690
94. Greenville-New Bern-Washington	200,600	.3	3	17.5	35,128	91.7	.59	1,420	590	354
95. Columbia, SC	197,900	.3	2	54.2	107,320	78.9	1.65	3,786	1,592	946
96. Fort Wayne	196,900	.3	1	46.4	91,455	88.2	.74	2,064	740	444
97. Lansing	194,100	.3	2	57.2	111,167	92.5	1.52	3,596	1,366	798
98. Baton Rouge	193,800	.3	1	46.8	90,757	85.4	1.19	2,127	776	436
99. Huntsville-Decatur-Florence	193,500	.3	3	54.7	105,852	95.1	1.309	3,554	1,309	785
100. Waco-Temple	187,400	.2	3	48.9	91,579	92.0	1.27	3,329	1,270	762
Markets 91-100	1,978,470	2.9	21	48.4	958,385	90.0	11.959	28,825	11,173	6,621
Markets 1-100	64,594,429	85.6	288	58.8	38,814,594	90.7	370.510	825,891	334,651	197,697

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MARKET-BY-MARKET COSTS BY SMSA

DAILY NEWSPAPERS

SMSA Rank/ Name	Households	Percent of U.S.	Minimum buys required	SMSA gross HH coverage	SMSA gross circulation	Percent of total circulation	Open line rate	Full page cost	Ad-unit costs at 5,000-line rates: 1,000* lines	Ad-unit costs at 5,000-line rates: 600* lines
1. New York	3,581,400	4.7	4	63.3	2,268,543	65.9	25.64	39,054	21,560	12,430
2. Los Angeles-Long Beach	2,709,500	3.6	17	54.2	1,469,849	77.7	18.225	39,701	16,605	9,948
3. Chicago	2,431,700	3.2	19	59.6	1,448,168	89.6	14.80	26,185	12,222	7,186
4. Philadelphia	1,626,400	2.2	2	63.8	1,038,835	90.8	13.06	21,543	9,912	5,575
5. Detroit	1,456,900	1.9	2	72.1	1,050,734	84.3	9.43	21,814	8,740	5,244
6. Boston-Lowell-Brockton-Lawrence-Haverhill	1,330,900	1.8	5	60.8	809,713	86.1	8.66	22,797	8,270	4,962
7. San Francisco-Oakland	1,224,200	1.6	6	62.3	763,511	78.5	9.50	24,472	9,400	5,640
8. Washington, DC	1,053,000	1.4	2	76.0	800,347	90.0	9.20	25,585	8,240	4,944
9. Dallas-Fort Worth	943,300	1.2	3	72.1	679,833	89.5	5.58	15,098	5,580	3,348
10. Houston	881,200	1.2	2	62.7	552,632	88.4	4.73	12,771	4,564	2,738
Markets 1-10	17,238,500	22.8	62	64.6	10,882,165	84.0	118.825	249,022	105,093	62,017
11. Nassau-Suffolk	817,500	1.1	1	56.4	461,216	94.7	4.34	4,687	3,472	1,953
12. St. Louis	815,300	1.1	4	63.0	514,082	86.1	5.52	17,568	6,220	3,732
13. Pittsburgh	792,600	1.0	3	62.6	496,262	92.1	5.10	12,294	4,880	2,905
14. Baltimore	712,400	.9	2	67.7	482,223	94.8	4.99	13,473	4,990	2,994
15. Minneapolis-St. Paul	684,500	.9	2	78.4	536,470	78.4	7.14	11,584	5,080	2,857
16. Newark, NJ	674,600	.9	4	62.1	418,861	73.0	5.145	13,687	4,965	2,979
17. Cleveland	670,500	.9	2	89.8	602,304	87.5	4.35	11,719	4,190	2,514
18. Anaheim-Santa Ana-Garden Grove	649,800	.9	6	44.8	291,106	96.3	2.744	7,536	2,930	1,758
19. Atlanta	635,700	.8	3	61.2	388,757	81.6	3.56	8,549	3,510	2,106
20. San Diego	598,400	.8	3	63.9	381,771	98.9	3.43	8,254	2,778	1,591
Markets 11-20	7,051,300	9.3	30	64.9	4,573,052	88.3	46.319	109,351	43,015	25,390
Markets 1-20	24,289,800	32.1	92	63.6	15,455,217	82.3	165.144	358,373	148,108	87,408
21. Tampa-St. Petersburg	583,000	.8	2	66.6	388,563	88.1	3.37	8,637	3,370	2,022
22. Miami	553,600	.7	2	61.0	337,464	67.1	6.43	12,117	5,000	2,812
23. Seattle-Everett	527,900	.7	2	71.4	377,269	84.4	4.85	9,852	4,165	2,414
24. Denver-Boulder	519,400	.7	2	83.5	433,842	83.3	3.22	6,363	2,664	1,615
25. Milwaukee	481,500	.6	1	83.3	401,131	81.4	3.00	8,100	2,600	1,560
26. Cincinnati	467,300	.6	2	69.0	322,603	87.5	2.95	7,965	2,690	1,614
27. Kansas City	462,400	.6	1	111.7	516,682	83.1	4.22	7,875	3,176	1,899
28. Riverside-San Bernardino-Ontario	458,700	.6	6	54.4	249,430	99.2	3.162	7,599	3,160	1,895
29. Phoenix	452,600	.6	1	66.6	301,368	88.2	2.20	5,959	2,200	1,320
30. Buffalo	446,900	.6	2	81.6	364,647	92.2	3.15	7,761	3,150	1,890
Markets 21-30	4,953,300	6.5	21	74.9	3,692,999	85.5	36.552	82,228	32,475	19,043
Markets 1-30	29,243,100	38.6	113	65.6	19,148,216	82.7	201.696	440,601	180,583	106,451
31. Portland, OR	427,600	.6	1	61.1	261,137	75.5	2.08	5,526	2,020	1,212
32. San Jose	420,900	.6	2	53.9	227,104	82.0	2.71	6,525	2,619	1,571
33. Indianapolis	398,700	.5	1	77.1	307,244	83.4	2.93	8,227	2,510	1,506
34. New Orleans	384,400	.5	1	72.9	280,221	85.6	1.75	4,563	1,670	1,002
35. Columbus, OH	373,100	.5	1	74.8	278,959	89.8	1.64	4,649	1,640	984
36. Fort Lauderdale-Hollywood	364,200	.5	2	49.0	178,600	91.1	2.32	2,954	1,956	1,119
37. Hartford-New Britain-Bristol	361,800	.5	2	63.7	230,457	92.4	1.79	4,716	1,790	1,074
38. Sacramento	334,800	.4	2	71.3	238,541	83.9	2.51	5,432	2,240	1,344
39. Rochester, NY	328,500	.4	1	73.9	242,643	96.3	3.001	8,102	2,284	1,370
40. San Antonio	325,400	.4	2	75.3	245,005	87.8	2.69	7,287	2,650	1,590
Markets 31-40	3,719,400	4.9	15	67.3	2,489,911	86.7	23.421	57,984	21,379	12,772
Markets 1-40	32,962,500	43.5	128	65.7	21,638,127	83.1	225.117	498,585	201,962	119,224

*These figures are for 8- and 9-column newspapers. 1,000 lines equates to 800 lines; 600 lines equates to 450 lines.

DAILY NEWSPAPERS CONTINUED

SMSA Rank/ Name	Households	Percent of U.S.	Minimum buys required	SMSA gross HH coverage	SMSA gross circulation	Percent of total circulation	Open line rate	Full page cost	Ad-unit costs at 5,000-line rates	
									1,000* lines	600* lines
41. Louisville	304,100	.4	1	85.6	260,375	72.0	3.13	5,634	4,705	2,646
42. Providence-Warwick-Pawtucket	298,400	.4	1	65.2	194,556	90.7	2.12	5,724	2,120	1,272
43. Memphis	290,800	.4	1	78.5	228,229	72.8	2.75	7,796	2,530	1,518
44. Oklahoma City	286,000	.4	1	66.6	190,603	69.8	2.75	7,449	2,750	1,650
45. Dayton	285,700	.4	1	79.0	225,635	90.5	2.88	8,164	2,880	1,728
46. Birmingham	282,800	.4	1	66.8	188,963	77.6	1.56	4,324	1,560	936
47. Albany-Schenectady-Troy	281,000	.4	2	66.0	185,211	89.7	2.20	5,825	2,200	1,320
48. Bridgeport-Stamford-Norwalk-Danbury	272,200	.4	3	51.3	139,714	90.1	1.79	3,829	1,592	925
49. Nashville-Davidson	271,700	.4	2	29.0	78,932	83.3	1.80	4,754	1,348	798
50. Greensboro-Winston-Salem-High Point	269,900	.4	2	66.5	179,411	79.4	2.45	6,368	2,450	1,470
Markets 41–50	2,842,600	4.0	15	65.4	1,871,629	81.5	23.430	59,870	24,135	14,264
Markets 1–50	35,805,100	47.5	143	65.7	23,509,756	82.9	248.547	558,455	226,097	133,489
51. Toledo	268,900	.4	2	66.4	178,584	90.9	1.57	4,153	1,540	924
52. Salt Lake City-Ogden	266,400	.4	2	70.4	187,783	80.7	1.79	4,849	1,790	1,074
53. New Haven-West Haven-Waterbury-Meriden	263,800	.3	2	68.4	180,414	87.4	1.93	4,371	1,676	981
54. Norfolk-Virginia Beach-Portsmouth	243,900	.3	1	83.7	204,136	92.1	2.10	5,726	2,100	1,260
55. Jacksonville	237,000	.3	1	74.1	175,566	86.9	2.20	5,297	2,200	1,320
56. Honolulu	231,500	.3	1	78.1	180,799	89.4	1.422	3,533	1,422	853
57. Northeast Pennsylvania	229,200	.3	3	65.4	149,966	93.2	1.94	4,660	1,940	1,164
58. Tulsa	227,500	.3	1	70.4	160,141	79.9	1.90	3,431	1,520	855
59. Allentown-Bethlehem-Easton	225,200	.3	2	70.1	157,962	88.9	1.485	3,100	1,282	738
60. Akron	223,600	.3	1	65.0	145,312	86.4	1.82	3,439	1,456	819
Markets 51–60	2,417,000	3.2	16	71.2	1,720,663	87.5	18.157	42,564	16,926	9,988
Markets 1–60	38,222,100	50.7	159	66.1	25,230,419	83.1	266.704	601,019	243,023	143,478
61. Syracuse	218,000	.3	1	83.0	180,904	87.6	1.60	3,574	1,430	858
62. Worcester-Fitchburg-Leominster	217,800	.3	1	62.9	137,018	95.0	1.68	4,551	970	582
63. Orlando	216,000	.3	1	62.8	135,694	71.1	2.22	5,345	2,153	1,291
64. Gary-Hammond-East Chicago	209,900	.3	2	64.4	135,120	90.5	1.68	4,687	1,680	1,008
65. Jersey City	209,200	.3	2	49.8	104,259	86.7	1.23	3,410	1,230	738
66. Richmond	208,800	.3	1	93.2	194,519	77.8	2.12	5,088	2,120	1,272
67. Charlotte-Gastonia	205,600	.3	1	66.6	136,955	60.6	2.78	4,800	2,224	1,251
68. Omaha	202,400	.3	1	70.2	142,171	60.4	1.91	4,599	1,910	1,146
69. Springfield-Chicopee-Holyoke	201,600	.3	1	67.4	135,845	90.3	1.18	3,217	1,180	708
70. West Palm Beach-Boca Raton	194,800	.3	2	56.9	110,915	92.0	1.615	3,231	1,361	778
Markets 61–70	2,084,100	3.0	13	67.7	1,413,400	81.2	18.015	42,505	16,258	9,633
Markets 1–70	40,306,200	53.7	172	66.2	26,643,819	82.9	284.719	643,524	259,281	153,111
71. New Brunswick-Perth Amboy-Sayreville	189,700	.3	2	52.0	98,647	89.5	1.32	3,625	1,320	792
72. Grand Rapids	189,500	.3	2	65.5	124,079	86.7	1.62	3,217	1,344	771
73. Greenville-Spartanburg	185,500	.2	2	67.9	125,923	80.2	1.77	4,448	1,770	1,062
74. Youngstown-Warren	180,000	.2	2	75.5	135,849	93.1	1.08	2,694	1,080	648
75. Wilmington, DE	172,000	.2	1	64.8	111,435	84.3	1.75	3,150	1,330	748
76. Austin, TX	169,400	.2	1	61.4	103,935	84.4	1.08	2,925	1,080	648
77. Flint	167,500	.2	2	67.1	112,354	93.1	1.37	2,666	1,146	654
78. Tucson	166,800	.2	1	68.5	114,271	89.7	1.07	2,898	1,070	642
79. Raleigh-Durham	166,100	.2	2	82.9	137,617	60.6	2.30	5,780	2,300	1,380
80. Long Branch-Asbury Park	165,500	.2	2	53.4	88,416	67.5	1.32	3,446	1,320	792
Markets 71–80	1,752,000	2.2	17	65.9	1,152,526	82.9	14.680	34,854	13,760	8,137
Markets 1–80	42,058,200	55.9	189	66.1	27,796,345	82.8	299.399	678,378	273,042	161,248
81. New Bedford-Fall River	165,100	.2	4	65.8	108,472	86.4	1.62	3,485	1,490	874
82. Fresno	164,400	.2	1	60.9	100,108	80.2	1.06	2,328	960	576
83. Knoxville	159,500	.2	1	68.0	108,510	67.1	.92	2,608	920	552
84. Paterson-Clifton-Passaic	157,000	.2	2	53.3	83,719	59.3	1.98	5,346	1,620	972
85. Harrisburg	154,400	.2	1	64.9	100,151	88.2	.80	2,167	800	480

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DAILY NEWSPAPERS CONTINUED

SMSA Rank/ Name	Households	Percent of U.S.	Minimum buys required	SMSA gross HH coverage	SMSA gross circulation	Percent of total circulation	Open line rate	Full page cost	Ad-unit costs at 5,000-line rates 1,000* lines	Ad-unit costs at 5,000-line rates 600* lines
86. Oxnard-Simi Valley-Ventura	153,600	.2	4	53.7	82,543	97.3	1.29	3,106	1,290	774
87. Lansing-East Lansing	146,800	.2	1	47.5	69,803	94.3	.82	2,302	806	483
88. Johnson City-Kingsport-Bristol	142,600	.2	3	61.5	87,740	81.7	1.16	2,845	1,160	696
89. Tacoma	142,200	.2	1	67.5	96,016	93.2	.97	2,627	941	564
90. Chattanooga	140,800	.2	2	70.5	99,263	84.0	1.04	2,500	1,040	624
Markets 81–90	1,526,400	2.0	20	60.3	936,325	83.3	11.660	29,317	11,027	6,596
Markets 1–90	43,584,600	57.9	209	65.9	28,732,670	82.8	311.059	707,695	284,069	167,845
91. Wichita	140,500	.2	1	90.9	127,716	77.1	2.09	3,912	1,672	940
92. Baton Rouge	139,200	.2	1	63.2	88,032	78.7	1.19	2,127	952	535
93. Mobile	138,600	.2	1	65.2	90,394	88.7	.95	2,479	950	570
94. Canton	138,400	.2	3	67.7	93,880	94.4	1.33	3,447	1,330	798
95. El Paso	134,400	.2	1	58.3	78,355	86.3	.89	2,523	890	534
96. Little Rock-North Little Rock	133,200	.2	2	73.5	97,916	53.0	2.00	4,848	1,977	1,186
97. Albuquerque	133,000	.2	1	71.1	94,540	79.2	1.10	2,648	1,100	660
98. Davenport-Rock Island-Moline	132,900	.2	2	65.7	87,378	87.7	1.16	2,793	710	426
99. Las Vegas	132,000	.2	2	86.0	113,501	96.4	1.41	3,395	1,410	846
100. Peoria	127,900	.2	1	65.7	83,990	81.5	.86	2,070	860	516
Markets 91–100	1,350,100	2.0	15	70.7	955,702	82.3	12.980	30,246	11,851	7,012
Markets 1–100	44,934,700	59.9	224	66.1	29,688,372	82.7	324.039	737,941	295,920	174,857
101. Fort Wayne	127,000	.2	1	82.7	105,028	78.4	.94	2,622	940	564
102. York	125,900	.2	2	65.3	82,222	97.9	.81	1,973	810	486
103. Shreveport	125,200	.2	1	73.1	91,520	72.3	1.07	2,899	1,070	642
104. Bakersfield	125,000	.2	1	49.5	61,859	98.4	.77	2,085	770	462
105. Beaumont-Port Arthur-Orange	123,800	.2	2	69.8	86,402	81.7	1.15	5,200	1,920	1,152
106. Des Moines	121,500	.2	1	91.7	111,449	35.8	3.60	6,760	2,696	1,516
107. Lancaster	119,000	.2	1	80.6	95,865	95.4	.64	1,756	640	384
108. Charleston-North Charleston, SC	117,700	.2	1	71.3	83,933	81.9	1.19	2,070	952	535
109. Columbia, SC	116,300	.2	1	81.1	94,291	68.9	1.36	3,274	1,360	816
110. Spokane	116,200	.2	1	80.1	93,091	68.4	1.18	2,808	1,180	708
Markets 101–110	1,217,600	2.0	12	74.5	905,660	77.9	12.740	31,452	12,338	7,266
Markets 1–110	46,152,300	61.9	236	66.3	30,594,032	82.2	336.779	769,393	308,258	182,123
111. Newport News-Hampton	115,100	.2	1	81.4	93,675	93.2	.88	2,187	880	528
112. Reading	112,000	.1	1	73.1	81,926	95.4	.65	1,560	650	390
113. Trenton	110,200	.1	2	94.9	104,581	76.9	1.72	2,753	1,376	774
114. Utica-Rome	110,100	.1	2	73.9	81,357	95.5	1.24	3,262	1,240	744
115. Stockton	107,900	.1	1	48.8	52,628	94.5	.70	1,685	700	420
116. Madison	106,300	.1	1	70.3	74,730	66.8	1.20	2,167	960	540
117. Binghamton	104,700	.1	1	83.0	86,914	91.0	.91	2,253	728	410
118. Santa Barbara-Santa Maria-Lompoc	103,900	.1	2	52.3	54,285	99.1	.65	1,552	643	385
119. Huntington-Ashland	103,500	.1	2	67.7	70,104	85.8	.40	2,751	1,170	690
120. Lexington-Fayette	103,000	.1	1	66.4	68,384	70.3	1.00	2,640	1,000	600
Markets 111–120	1,076,700	1.1	14	71.1	768,584	86.8	9.350	22,814	9,347	5,482
Markets 1–120	47,229,000	63.0	250	66.4	31,362,616	82.3	346.129	792,207	317,605	187,606
121. Evansville	102,800	.1	1	79.9	82,110	76.3	.82	2,324	820	492
122. Lakeland-Winter Haven	101,900	.1	2	51.3	52,230	97.6	.82	1,988	820	492
123. Vallejo-Fairfield-Napa	101,400	.1	2	45.0	45,697	98.5	.74	1,781	740	444
124. Santa Rosa	100,000	.1	2	60.0	59,951	88.8	.95	2,473	950	570
125. Jackson, MS	96,800	.1	1	63.6	61,592	60.8	.82	1,974	820	492
126. Colorado Springs	95,400	.1	1	71.7	68,368	97.1	.85	2,302	850	510
127. Corpus Christi	95,100	.1	1	74.5	70,844	79.2	1.13	2,721	1,130	678
128. South Bend	94,800	.1	1	76.8	72,766	66.1	1.09	1,552	656	369
129. Huntsville	93,800	.1	1	63.6	59,615	91.1	.72	1,714	630	378
130. Rockford	93,000	.1	1	64.5	59,994	75.7	.86	2,329	860	516

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DAILY NEWSPAPERS CONTINUED

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									1,000* lines	600* lines
Markets 121-130	975,000	1.0	13	65.0	633,167	83.1	7.940	21,164	8,276	4,941
Markets 1-130	48,204,000	64.0	263	66.4	31,995,783	82.2	354.069	813,371	325,881	192,547
131. Duluth-Superior	92,900	.1	2	70.7	65,759	74.9	1.41	2,667	1,184	676
132. Erie	92,300	.1	1	78.7	72,653	95.7	.78	2,113	780	468
133. Charleston, WV	91,900	.1	1	87.2	80,100	71.0	1.56	2,854	1,248	702
134. Eugene-Springfield	91,700	.1	1	62.9	57,689	95.0	.66	1,191	528	297
135. Johnstown	91,600	.1	2	65.8	60,233	89.8	.84	2,022	840	504
136. Appleton-Oshkosh	91,200	.1	2	73.5	66,968	83.2	1.15	2,390	1,006	582
137. Pensacola	90,400	.1	1	69.6	62,942	86.1	.98	2,654	980	588
138. Augusta	89,800	.1	1	66.5	59,673	81.1	1.11	2,004	928	522
139. Daytona Beach	89,200	.1	1	81.7	72,835	95.3	1.04	1,878	808	454
140. Salinas-Seaside-Monterey	88,800	.1	2	60.5	53,793	98.9	.97	2,470	775	465
Markets 131-140	909,800	1.0	14	72.5	652,645	84.6	10.500	22,248	9,077	5,259
Markets 1-140	49,113,800	65.0	276	66.5	32,648,428	82.3	364.569	835.619	334,958	197,806
141. Kalamazoo-Portage	88,000	.1	1	57.7	50,754	86.4	.76	1,404	608	342
142. Manchester-Nashua	87,000	.1	2	65.3	56,821	62.9	1.12	2,796	1,120	672
143. Modesto	86,700	.1	2	67.9	58,868	83.7	.79	1,897	790	474
144. Montgomery	86,700	.1	1	59.0	51,133	70.1	.80	2,131	800	480
145. Lorain-Elyria	85,400	.1	2	84.7	72,352	85.6	.79	2,119	790	474
146. Hamilton-Middletown	83,300	.1	2	58.8	48,996	86.3	1.00	2,464	1,000	600
147. Ann Arbor	82,200	.1	2	63.8	52,401	90.5	1.09	2,221	950	549
148. Portland, ME	82,000	.1	1	73.3	60,066	71.4	.83	1,998	830	498
149. New London-Norwich	80,200	.1	1	45.9	36,788	98.1	.57	1,019	456	256
150. Macon	80,100	.1	1	67.2	53,819	71.3	.96	2,311	960	576
Markets 141-150	841,600	1.0	15	64.3	541,998	80.6	8.710	20,364	8,304	4,921
Markets 1-150	49,955,400	66.0	292	66.5	33,190,426	82.2	373.279	855,983	343,262	202,727
151. Salem	78,800	.1	1	66.2	52,135	82.6	.68	1,842	640	384
152. Roanoke	77,400	.1	1	85.8	66,400	58.1	1.09	2,952	1,090	654
153. Sarasota	75,500	.1	1	81.9	61,860	76.9	.87	1,885	870	522
154. Atlantic City	74,400	.1	1	62.6	46,569	66.0	.57	1,358	540	324
155. Poughkeepsie	74,200	.1	1	51.7	38,342	95.4	.63	1,134	504	283
156. Saginaw	72,600	.1	1	64.0	46,467	88.0	.81	1,496	648	364
157. Columbus, GA	72,500	.1	1	71.3	51,698	79.9	.89	2,143	890	534
158. Springfield, MO	71,700	.1	1	71.4	51,208	64.5	.91	2,191	880	528
159. Savannah	71,400	.1	1	76.7	54,798	70.5	1.11	2,004	888	499
160. Melbourne-Titusville-Cocoa	71,300	.1	1	78.4	55,917	91.1	.87	2,171	840	504
Markets 151-160	739,800	1.0	10	71.0	525,394	77.3	8.430	19,180	7,790	4,597
Markets 1-160	50,695,200	67.0	302	66.5	33,715,820	82.1	381.709	875,163	351,052	207,325
161. Lima	71,200	.1	1	51.7	36,799	90.4	.48	1,182	480	288
162. Santa Cruz	70,900	.1	2	48.9	34,632	94.4	.63	1,501	630	378
163. Springfield, IL	70,700	.1	1	77.6	54,841	76.1	.80	1,920	800	480
164. Lubbock	68,900	.1	1	65.2	44,924	61.5	1.05	1,896	840	472
165. Fort Myers-Cape Coral	68,800	.1	1	66.1	45,448	79.1	.71	1,282	568	319
166. Fort Smith	68,700	.1	1	47.0	32,262	83.7	.45	1,031	450	270
167. Killeen-Temple	67,600	.1	2	53.0	35,806	89.8	.60	1,514	600	360
168. Galveston-Texas City	67,200	.1	1	39.8	26,732	98.5	.35	842	350	210
169. Lincoln	67,100	.1	1	78.0	52,325	70.0	.88	2,119	880	528
170. McAllen-Pharr-Edinburg	67,100	.1	1	30.8	20,685	96.5	25	661	250	150
Markets 161-170	688,200	1.0	12	55.8	384,454	84.0	6.200	13,952	5,848	3,456
Markets 1-170	51,383,400	68.0	314	66.4	34,100,274	82.0	387.909	889,115	356,900	210,781
171. Wheeling	65,900	.1	2	83.1	54,776	71.3	1.16	2,126	928	522
172. Topeka	65,000	.1	1	96.5	62,702	72.1	1.08	1,995	864	486

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									1,000* lines	600* lines
173. Fayetteville, NC	64,200	.1	1	73.4	47,115	75.5	.69	1,661	690	414
174. Terre Haute	62,700	.1	1	63.0	39,516	83.6	.54	1,462	540	324
175. Battle Creek	62,600	.1	1	48.8	30,550	89.5	.59	1,524	540	324
176. Springfield, OH	62,400	.1	1	71.2	44,444	95.5	2.88	8.164	2,880	1,728
177. Reno	61,300	.1	1	66.9	41,003	77.6	.826	1,621	666	399
178. Asheville	61,100	.1	1	61.2	37,420	56.8	.75	1,818	750	450
179. Muskegon-Norton Shores-Muskegon Heights	59,500	.1	1	66.1	39,311	88.3	.73	1,349	584	328
180. Anchorage	59,000	.1	1	69.1	40,789	87.9	.702	1,267	449	252
Markets 171–180	623,700	1.0	11	69.9	437,626	79.8	9.948	22,990	8,891	5,229
Markets 1–180	52,007,100	69.0	325	66.4	34,537,900	82.0	397.197	912.105	365,792	216,010
181. Cedar Rapids	58,200	.1	1	76.9	44,737	65.8	.63	1,706	630	378
182. Yakima	57,700	.1	1	60.9	35,144	90.3	.62	1,119	496	279
183. Waco	57,700	.1	1	66.1	38,133	81.3	.67	1,815	670	402
184. Racine	57,500	.1	1	66.6	38,287	98.4	.48	1,155	480	288
185. Amarillo	57,300	.1	1	79.4	45,472	61.1	1.05	1,896	840	472
186. Fayetteville-Springdale	57,300	.1	3	57.0	32,661	95.3	.60	1,428	600	360
187. Bradenton	57,000	.1	1	42.9	24,477	98.3	.41	975	410	246
188. Steubenville-Weirton	56,500	.1	2	56.5	31,878	95.6	.54	1,319	540	324
189. Biloxi-Gulfport	55,500	.1	1	61.5	34,153	83.4	.65	1,801	650	390
190. Brownsville-Harlingen-San Benito	55,000	.1	2	49.5	27,225	77.4	.51	1,349	510	306
Markets 181–190	569,700	1.0	14	61.7	352,167	84.6	6.160	14,569	5,826	3,445
Markets 1–190	52,576,800	70.0	339	66.4	34,890,067	82.0	404.017	926,674	371,618	219,456
191. Green Bay	54,900	.1	1	80.2	44,052	76.9	.53	1,305	530	318
192. Parkersburg-Marietta	54,100	.1	1	61.1	33,039	82.7	.57	1,043	456	256
193. Boise	53,700	.1	1	66.2	35,532	64.4	.845	1,506	652	366
194. Champaign-Urbana-Rantoul	53,600	.1	1	59.7	32,023	77.4	.57	1,372	570	342
195. Pittsfield	51,000	.1	2	79.6	40,586	92.0	.67	1,425	612	358
196. Provo-Orem	50,900	.1	1	52.4	26,697	97.0	.29	785	290	174
197. Lake Charles	50,600	.1	1	60.0	30,376	78.0	.50	1,204	500	300
198. Lynchburg	50,400	.1	1	72.8	36,676	88.1	.57	1,372	570	342
199. Anderson, IN	49,200	.1	1	71.9	35,395	93.8	.64	1,155	512	288
200. Jackson, MI	48,500	.1	1	71.3	34,591	91.4	.70	1,293	560	315
Markets 191–200	516,900	1.0	11	61.9	348,967	84.1	5.885	12,465	5,252	3,060
Markets 1–200	53,093,700	71.0	351	66.3	35,239,034	82.0	409.902	939,139	376,870	222,517
201. Abilene	48,000	.1	1	71.0	34,064	63.1	.70	1,685	700	420
202. Wilmington, NC	47,600	.1	1	60.4	28,727	81.0	.50	1,204	500	300
203. Tallahassee	47,600	.1	1	69.7	33,160	72.0	.89	1,607	712	400
204. Longview-Marshall	47,000	.1	2	66.9	31,414	78.9	.65	1,554	650	390
205. Altoona	46,900	.1	1	68.6	32,177	90.6	.35	823	350	210
206. Vineland-Millville-Bridgeton	46,600	.1	3	65.8	30,642	85.7	.582	2,281	998	568
207. Decatur	46,100	.1	1	88.4	40,730	62.3	1.03	1,816	824	463
208. Alexandria, LA	45,600	.1	1	60.9	27,769	74.9	.50	882	400	225
209. Wichita Falls	45,600	.1	1	83.0	37,859	74.3	.68	1,637	660	396
210. Fort Collins	45,600	.1	2	64.3	29,321	95.7	.57	1,438	570	342
Markets 201–210	466,600	1.0	14	69.9	325,863	77.8	6.452	14,931	6,364	3,715
Markets 1–210	53,560,300	72.0	365	66.4	35,564,897	81.9	416.354	954,070	383,234	226,232
211. Elkhart	45,200	.1	2	84.5	38,209	87.4	.66	1,589	660	396
212. Janesville-Beloit	45,200	.1	1	48.3	21,851	71.5	.52	939	416	234
213. Waterloo-Cedar Falls	45,100	.1	1	72.1	32,537	60.7	.60	1,663	600	360
214. St. Cloud	45,100	.1	1	52.7	23,752	88.5	.63	1,137	504	283
215. Monroe	44,800	.1	1	64.8	29,032	57.2	.59	1,672	590	354
216. Clarksville-Hopkinsville	44,700	.1	1	26.4	11,783	77.0	.23	553	230	138
217. Mansfield	44,400	.1	1	71.9	31,902	79.0	.56	1,058	448	252

*These figures are for 8- and 9-column newspapers. 1,000 lines equates to 800 lines; 600 lines equates to 450 lines.

DAILY NEWSPAPERS CONTINUED

SMSA Rank/ Name	Households	Percent of U.S.	Minimum buys required	SMSA gross HH coverage	SMSA gross circulation	Percent of total circulation	Open line rate	Full page cost	Ad-unit costs at 5,000-line rates	
									1,000* lines	600* lines
218. Fargo-Moorhead	43,700	.1	1	73.1	31,933	54.6	.85	1,530	680	382
219. Muncie	43,600	.1	1	88.8	38,719	80.1	.59	1,635	590	354
220. Texarkana	43,500	.1	1	56.4	24,539	79.1	.34	818	340	204
Markets 211–220	445,300	1.0	11	63.9	284,257	73.5	5.570	12,598	5,058	2,958
Markets 1–220	54,005,600	73.0	376	66.4	35,849,154	81.8	421.924	966,668	388,292	229,190
221. Gainesville	42,800	.1	1	66.3	28,355	80.2	.48	1,300	480	288
222. Florence	42,400	.1	1	61.0	25,882	88.9	.38	1,029	380	228
223. Sioux City	42,400	.1	1	73.2	31,055	52.1	.66	1,787	660	396
224. Kenosha	42,300	.1	1	73.2	30,959	97.7	.47	848	376	211
225. Bloomington-Normal	41,900	.1	1	75.8	31,759	60.9	.74	1,190	592	333
226. Eau Claire	41,100	.1	2	74.9	30,773	71.5	.605	1,191	517	297
227. Lafayette, LA	40,900	.1	1	56.8	23,215	78.1	.35	882	350	210
228. Pueblo	40,800	.1	1	86.6	35,349	68.1	.75	1,260	600	337
229. Richland-Kennewick-Pasco	40,600	.1	1	76.6	31,094	85.1	.43	1,035	430	258
230. Tyler	40,500	.1	1	75.1	30,405	67.7	.38	915	380	228
Markets 221–230	415,700	1.0	11	71.9	298,846	75.0	5.245	11,441	4,765	2,787
Markets 1–230	54,421,300	74.0	387	66.4	36,148,000	81.7	427.169	978,109	393,057	231,977
231. Williamsport	40,400	.1	1	78.7	31,786	91.6	.36	642	288	162
232. Tuscaloosa	39,900	.1	1	57.1	22,777	78.1	.37	890	370	222
233. Petersburg-Colonia Heights-Hopewell	39,800	.1	2	67.1	26,714	86.2	.53	1,375	510	306
234. Bay City	39,100	.1	1	72.0	28,159	69.7	.70	1,250	560	315
235. Anniston	38,500	.1	1	64.4	24,782	82.2	.36	866	360	216
236. Greeley	38,000	.1	1	52.7	20,043	96.7	.27	650	270	162
237. St. Joseph	37,800	.1	1	133.7	50,528	59.1	.91	1,643	728	409
238. Lafayette-West Lafayette	37,700	.0	1	71.9	27,090	66.9	.60	1,430	600	360
239. Kokomo	36,700	.0	1	74.3	27,274	88.8	.51	918	408	229
240. Pascagoula-Moss Point	36,400	.0	1	57.7	21,020	94.2	.33	646	330	198
Markets 231–240	384,300	.7	11	72.9	280,173	81.3	4.940	10,315	4,424	2,580
Markets 1–240	54,805,600	74.7	398	66.4	36,428,173	81.7	432.109	988,424	397,481	234,557
241. Billings	36,300	.0	1	77.7	28,211	48.3	.65	1,560	650	390
242. Odessa	35,100	.0	1	72.9	25,605	69.2	.47	1,273	470	282
243. Sioux Falls	34,700	.0	1	80.3	27,864	60.4	.80	1,444	640	360
244. Burlington, N.C.	34,300	.0	1	72.3	24,798	90.7	.33	794	330	198
245. Gadsden	34,300	.0	1	58.7	20,137	75.8	.36	975	360	216
246. Elmira	33,500	.0	1	77.2	25,861	61.8	.547	1,478	547	328
247. Lewiston-Auburn	33,100	.0	1	94.4	31,256	66.6	.44	1,191	440	264
248. Grand Forks	32,600	.0	1	61.4	20,022	56.0	.50	1,204	500	300
249. Lawton	32,600	.0	1	83.5	27,217	86.2	.44	794	352	198
250. Albany, GA	32,200	.0	1	67.2	21,639	61.5	.38	915	380	228
Markets 241–250	338,700	.0	10	74.5	252,610	67.6	4.917	11,631	4,669	2,764
Markets 1–250	55,144,300	74.7	408	66.5	36,680,783	81.5	437.026	1,000,055	402,150	237,321
251. Panama City	31,600	.0	1	67.0	21,172	85.5	.33	794	330	198
252. Rapid City	30,600	.0	1	68.0	20,805	63.8	.51	921	408	229
253. Kankakee	30,500	.0	1	80.1	24,439	72.4	.44	794	352	198
254. Rochester, MN	30,400	.0	1	77.3	23,497	65.0	.52	939	416	234
255. Bloomington, IN	30,300	.0	1	68.7	20,823	81.7	.33	776	330	198
256. LaCrosse	30,300	.0	1	71.0	21,513	61.8	.43	1,045	430	258
257. Sherman-Denison	30,200	.0	2	80.1	24,185	77.0	.57	1,363	570	342
258. Columbia, MO	29,000	.0	1	54.9	15,923	86.9	.30	529	240	135
259. Dubuque	29,000	.0	1	81.7	23,694	60.1	.56	1,364	560	336
260. Great Falls	28,800	.0	1	73.1	21,055	52.7	.70	1,264	528	297
Markets 251–260	300,700	.0	11	72.1	217,106	70.6	4.690	9,792	4,164	2,425
Markets 1–260	55,445,000	74.7	419	66.5	36,897,889	81.4	441.716	1,009,847	406,314	239,747

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DAILY NEWSPAPERS CONTINUED

									Ad-unit costs at 5,000-line rates	
SMSA Rank/ Name	Households	Percent of U.S.	Minimum buys required	SMSA gross HH coverage	SMSA gross circulation	Percent of total circulation	Open line rate	Full page cost	1,000* lines	600* lines
261. San Angelo	28,200	.0	1	79.7	22,474	49.2	.65	1.565	650	390
262. Pine Bluff	27,800	.0	1	63.9	17,777	77.5	.33	831	330	198
263. Owensboro	27,300	.0	1	84.4	23,030	71.1	.32	752	320	192
265. Midland	25,000	.0	1	77.2	19,292	89.0	.32	866	320	192
266. Bismarck, ND	24,400	.0	1	83.5	20,366	69.3	.45	812	360	202
267. Laredo	23,700	.0	2	88.1	20,866	73.1	.65	1,528	650	390
268. Lawrence, KS	22,600	.0	1	72.7	16,421	85.9	.27	635	270	162
269. Victoria	20,000	.0	1	80.1	16,011	52.5	.40	963	400	240
Markets 261–269	224,600	.0	9	69.9	156,237	63.0	3.390	7,956	3,300	1,966
Markets 1–269	55,669,600	74.7	428	66.5	37,054,126	81.3	445.106	1,017,803	409,614	231,713

SUNDAY NEWSPAPERS

1. New York	3,581,400	4.7	3	62.3	2,231,740	52.1	23.81	38,262	20,414	11,841
2. Los Angeles-Long Beach	2,709,500	3.6	8	55.5	1,502,493	73.6	16.55	35,177	14,942	8,948
3. Chicago	2,431,700	3.2	2	66.2	1,608,268	87.2	13.92	22,590	11,008	6,471
4. Philadelphia	1,626,400	2.2	2	72.5	1,178,795	82.2	13.55	23,749	10,280	5,782
5. Detroit	1,456,900	1.9	2	83.3	1,213,370	79.0	10.38	24,541	9,920	5,952
6. Boston-Lowell-Brockton-Lawrence-Haverhill	1,330,900	1.8	3	63.5	844,557	77.5	8.11	21,627	7,720	4,632
7. San Francisco-Oakland	1,224,200	1.6	6	58.0	711,724	75.9	7.75	22,493	8,600	5,160
8. Washington, DC	1,053,000	1.4	1	62.3	656,520	82.7	6.70	18,633	6,100	3,660
9. Dallas-Fort Worth	943,300	1.2	2	62.2	587,036	86.0	4.03	10,898	4,030	2,418
10. Houston	881,200	1.2	2	75.9	669,024	86.0	5.02	13,554	4,848	2,908
Markets 1–10	17,238,500	22.8	31	66.1	11,203,527	78.2	109.822	231,527	97,862	57,773
11. Nassau-Suffolk	817,500	1.1	1	58.1	474,624	92.5	4.44	4,795	3,552	1,998
12. St. Louis	815,300	1.1	2	72.6	591,639	82.9	5.23	14,312	4,950	2,970
13. Pittsburgh	792,600	1.0	1	65.0	515,116	77.4	4.07	10,130	4,000	2,400
14. Baltimore	712,400	.9	2	77.8	554,376	91.5	5.27	14,229	5,270	3,162
15. Minneapolis-St. Paul	684,500	.9	2	83.1	569,101	66.8	7.32	12,521	5,512	3,100
16. Newark, NJ	674,600	.9	2	62.0	418,217	65.4	4.20	11,450	3,330	1,998
17. Cleveland	670,500	.9	2	62.7	420,195	86.8	3.99	7,983	2,950	1,770
18. Anaheim-Santa Ana-Garden Grove	649,800	.9	2	41.5	269,605	95.9	2.31	5,959	2,500	1,500
19. Atlanta	635,700	.8	1	61.3	389,824	72.6	3.12	7,488	3,120	1,872
20. San Diego	598,400	.8	3	62.9	376,853	98.6	3.32	7,994	2,778	1,591
Markets 11–20	7,051,300	9.3	18	64.7	4,579,550	83.0	43.27	96,861	37,962	22,363
Markets 1–20	24,289,800	32.1	49	63.2	15,783,077	74.8	153.095	328,388	135,284	80,136
21. Tampa-St. Petersburg	583,000	.8	2	68.5	399,014	86.6	3.32	8,686	3,320	1,992
22. Miami	553,600	.7	1	56.2	311,036	59.3	6.14	11,489	4,768	2,682
23. Seattle-Everett	527,900	.7	2	85.2	449,954	78.6	5.22	10,590	4,252	2,467
24. Denver-Boulder	519,400	.7	2	94.2	489,224	78.0	3.68	7,619	3,214	1,885
25. Milwaukee	481,500	.6	1	77.4	372,460	69.9	3.15	8,505	2,800	1,680
26. Cincinnati	467,300	.6	1	52.8	246,600	85.5	2.10	5,670	1,930	1,158
27. Kansas City	462,400	.6	1	67.4	311,832	77.5	3.10	5,784	2,480	1,395
28. Riverside-San Bernardino-Ontario	458,700	.6	4	51.3	235,744	99.3	2.55	6,132	2,550	1,530
29. Phoenix	452,600	.6	1	68.2	308,716	85.3	2.10	5,688	2,100	1,260
30. Buffalo	446,900	.6	2	81.4	363,714	87.2	3.30	8,131	3,300	1,980
Markets 21–30	4,953,300	6.5	17	70.2	3,488,294	80.7	34.660	78,294	30,714	18,029
Markets 1–30	29,243,100	38.6	66	64.4	19,271,371	75.5	187.757	406,682	166,538	98,166

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SUNDAY NEWSPAPERS CONTINUED

SMSA Rank/ Name	Households	Percent of U.S.	Minimum buys required	SMSA gross HH coverage	SMSA gross circulation	Percent of total circulation	Open line rate	Full page cost	Ad-unit costs at 5,000-line rates	
									1,000* lines	600* lines
31. Portland, OR	427,600	.6	1	63.8	272,694	66.6	2.03	5,445	2,000	1,200
32. San Jose	420,900	.6	1	53.5	225,028	88.7	1.85	4,454	1,757	1,054
33. Indianapolis	398,700	.5	1	65.7	262,125	73.4	2.28	5,503	1,950	1,170
34. New Orleans	384,400	.5	1	67.3	258,723	81.4	1.62	4,266	1,570	942
35. Columbus, OH	373,100	.5	1	69.6	259,698	77.7	1.57	4,450	1,570	942
36. Fort Lauderdale-Hollywood	364,200	.5	1	39.0	141,912	89.2	1.82	2,268	1,456	819
37. Hartford-New Britain-Bristol	361,800	.5	1	66.0	238,923	85.5	1.89	5,103	1,890	1,134
38. Sacramento	334,800	.4	2	77.1	258,204	81.4	2.65	5,744	2,370	1,422
39. Rochester, NY	328,500	.4	1	65.8	216,271	94.7	2.35	6,345	2,205	1,323
40. San Antonio	325,400	.4	2	90.7	294,899	83.1	2.84	7,693	2,800	1,680
Markets 31–40	3,719,400	4.9	12	65.8	2,428,477	82.1	20.900	51,274	19,568	11,686
Markets 1–40	32,962,500	43.5	78	64.5	21,699,848	76.1	208.657	457,956	186,106	109,852
41. Louisville	304,100	.4	1	74.6	226,998	65.5	3.13	5,634	1,748	983
42. Providence-Warwick-Pawtucket	298,400	.4	1	63.2	188,702	85.0	2.12	5,724	2,120	1,272
43. Memphis	290,800	.4	1	63.5	184,605	64.8	2.75	7,172	2,530	1,518
44. Oklahoma City	286,000	.4	1	65.7	187,801	65.5	2.75	7,449	2,750	1,650
45. Dayton	285,700	.4	1	67.4	192,553	86.8	2.88	8,164	2,880	1,728
46. Birmingham	282,800	.4	1	58.4	165,250	76.6	1.38	3,825	1,380	828
47. Albany-Schenectady-Troy	281,000	.4	3	59.9	168,368	80.8	2.53	6,344	2,444	1,453
48. Bridgeport-Stamford-Norwalk-Danbury	272,200	.4	2	43.7	118,870	86.9	1.40	3,124	1,280	750
49. Nashville-Davidson	271,700	.4	1	4.7	12,817	97.3	.36	650	288	162
50. Greensboro-Winston-Salem-High Point	269,900	.4	3	68.6	185,134	76.8	2.91	7,476	2,910	1,746
Markets 41–50	2,842,600	4.0	15	56.9	1,631,098	78.6	22.21	55,565	20,330	12,090
Markets 1–50	35,805,100	47.5	93	64.0	23,330,946	76.0	230.868	513,521	206,436	121,943
51. Toledo	268,900	.4	1	62.8	168,861	80.4	1.45	3,963	1,410	846
52. Salt Lake City-Ogden	266,400	.4	2	68.7	183,137	80.2	1.79	4,849	1,790	1,074
53. New Haven-West Haven-Waterbury-Meriden	263,800	.3	2	65.8	173,540	84.2	1.95	4,333	1,696	993
54. Norfolk-Virginia Beach-Portsmouth	243,900	.3	1	73.7	179,659	90.5	1.62	4,417	1,620	972
55. Jacksonville	237,000	.3	1	65.9	156,068	83.7	2.11	5,080	2,110	1,266
56. Honolulu	231,500	.3	1	75.4	174,666	86.6	1.385	3,441	1,385	831
57. Northeast Pennsylvania	229,200	.3	3	62.8	143,978	91.9	2.24	5,359	2,190	1,314
58. Tulsa	227,500	.3	1	71.0	161,429	76.4	1.90	3,431	1,520	855
59. Allentown-Bethlehem-Easton	225,200	.3	1	59.8	134,738	86.0	1.21	2,178	968	544
60. Akron	223,600	.3	1	75.5	168,805	78.3	2.20	4,158	1,760	990
Markets 51–60	2,417,000	3.2	14	68.1	1,644,881	83.8	17.855	41,213	16,449	9,685
Markets 1–60	38,222,100	50.7	107	64.2	24,975,827	76.4	248.723	554,734	222,855	131,628
61. Syracuse	218,000	.3	1	74.0	161,422	68.0	1.82	4,445	1,630	978
62. Worcester-Fitchburg-Leominster	217,800	.3	1	47.2	102,723	94.9	1.33	3,521	1,290	774
63. Orlando	216,000	.3	1	71.7	154,886	70.5	2.22	5,345	2,153	1,291
64. Gary-Hammond-East Chicago	209,900	.3	2	67.6	142,014	90.2	1.68	4,687	1,680	1,008
66. Richmond	208,800	.3	1	72.8	152,031	71.0	1.86	4,464	1,860	1,116
67. Charlotte-Gastonia	205,600	.3	2	73.2	150,428	55.0	3.38	6,364	2,704	1,521
68. Omaha	202,400	.3	1	73.8	149,364	53.5	2.02	4,864	2,020	1,212
69. Springfield-Chicopee-Holyoke	201,600	.3	1	61.0	122,880	85.5	.96	2,617	960	576
70. West Palm Beach-Boca Raton	194,800	.3	2	60.7	118,330	90.0	1.62	3,243	1,366	781
Markets 61–70	2,084,100	3.0	12	60.2	1,254,078	67.8	16.890	39,553	15,663	9,258
Markets 1–70	40,306,200	53.7	119	64.0	26,229,905	76.2	265.613	594,287	238,548	140,887
71. New Brunswick-Perth Amboy-Sayreville	189,700	.3	1	30.4	57,655	83.7	.74	2,051	740	444
72. Grand Rapids	189,500	.3	1	59.2	112,212	78.5	1.36	2,439	1,056	594
73. Greenville-Spartanburg	185,500	.2	2	62.0	115,089	76.4	1.77	4,448	1,770	1,062
74. Youngstown-Warren	180,000	.2	1	61.5	110,687	73.5	.84	2,116	840	504
75. Wilmington, DE	172,000	.2	1	48.0	82,480	85.8	1.57	2,686	1,193	671

*These figures are for 8- and 9-column newspapers. 1,000 lines equates to 800 lines; 600 lines equates to 450 lines.

SUNDAY NEWSPAPERS CONTINUED

									Ad-unit costs at 5,000-line rates	
SMSA Rank/ Name	Households	Percent of U.S.	Minimum buys required	SMSA gross HH coverage	SMSA gross circulation	Percent of total circulation	Open line rate	Full page cost	1,000* lines	600* lines
76. Austin, TX	169,400	.2	1	66.0	111,725	83.8	1.08	2,925	1,080	648
77. Flint	167,500	.2	1	59.6	99,758	94.2	1.12	2,064	896	504
78. Tucson	166,800	.2	1	64.2	107,011	87.3	1.07	2,898	1,070	642
79. Raleigh-Durham	166,100	.2	2	68.1	113,124	51.2	2.25	5,655	2,250	1,350
80. Long Branch-Asbury Park	165,500	.2	2	62.6	103,484	64.2	1.44	3,771	1,440	864
Markets 71–80	1,752,000	2.2	13	58.1	1,013,225	77.8	13.240	31,058	12,335	7,283
Markets 1–80	42,058,200	55.9	133	63.8	27,243,130	76.1	278.853	625,345	250,884	148,170
81. New Bedford-Fall River	165,100	.2	1	26.5	43,752	85.7	.65	1,173	520	292
82. Fresno	164,400	.2	1	66.7	109,690	75.1	1.13	2,472	1,020	612
83. Knoxville	159,500	.2	1	63.6	101,481	64.4	.92	2,608	920	552
84. Paterson-Clifton-Passaic	157,000	.2	1	21.7	34,046	51.7	1.19	3,213	870	522
85. Harrisburg	154,400	.2	1	65.0	100,392	63.5	.86	2,329	860	516
86. Oxnard-Simi Valley-Ventura	153,600	.2	4	55.0	84,315	97.3	1.29	3,106	1,290	774
87. Lansing-East Lansing	146,800	.2	1	50.3	73,887	93.8	.82	2,302	806	483
88. Johnson City-Kingsport-Bristol	142,600	.2	3	62.7	89,518	82.0	1.16	2,845	1,160	696
89. Tacoma	142,200	.2	1	69.6	98,973	92.8	.97	2,627	941	564
90. Chattanooga	140,800	.2	2	78.4	110,305	82.0	1.10	2,644	1,100	660
Markets 81–90	1,526,400	2.0	16	55.9	846,359	78.7	10.09	25,323	9,487	5,673
Markets 1–90	43,584,600	57.9	148	63.2	28,089,489	76.2	288.943	650,668	260,372	153,844
91. Wichita	140,500	.2	1	78.6	110,373	62.5	2.10	3,931	1,680	945
92. Baton Rouge	139,200	.2	1	57.7	80,329	75.6	1.19	2,127	776	436
93. Mobile	138,600	.2	1	60.6	83,971	86.8	.95	2,479	950	570
94. Canton	138,400	.2	1	55.8	77,264	95.8	.72	1,995	720	432
95. El Paso	134,400	.2	1	54.8	73,600	83.5	.89	2,523	890	534
96. Little Rock-North Little Rock	133,200	.2	2	90.1	120,110	46.9	2.10	5,090	2,076	1,245
97. Albuquerque	133,000	.2	1	68.3	90,807	75.9	1.10	2,648	1,100	660
98. Davenport-Rock Island-Moline	132,900	.2	2	73.9	98,182	82.8	1.20	2,889	710	426
99. Las Vegas	132,000	.2	2	90.7	119,669	96.1	1.41	3,395	1,410	846
100. Peoria	127,900	.2	1	69.3	88,676	74.0	.86	2,070	860	516
Markets 91–100	1,350,100	2.0	13	69.9	942,981	77.9	12.520	29,152	11,172	6,611
Markets 1–100	44,934,700	59.9	161	63.4	29,032,470	76.1	301.463	679,820	271,544	160,455
101. Fort Wayne	127,000	.2	1	55.0	69,841	67.3	.74	2,064	740	444
103. Shreveport	125,200	.2	1	68.6	85,901	67.6	.96	2,601	960	576
104. Bakersfield	125,000	.2	1	56.2	70,258	98.5	.77	2,085	770	462
105. Beaumont-Port Arthur-Orange	123,800	.2	2	67.8	83,850	79.1	1.18	3,196	1,180	708
106. Des Moines	121,500	.2	1	74.5	90,539	21.6	3.82	7,173	2,816	1,584
107. Lancaster	119,000	.2	1	68.3	81,299	61.3	.74	2,031	740	444
108. Charleston-North Charleston, SC	117,700	.2	1	62.9	73,999	76.8	1.06	1,844	848	477
109. Columbia, SC	116,300	.2	1	65.4	76,063	63.1	1.36	3,274	1,360	816
110. Spokane	116,200	.2	1	64.2	74,628	60.5	1.11	2,641	1,110	666
Markets 101–110	1,217,600	2.0	10	58.2	706,378	59.5	11.740	26,914	10,524	6,177
Markets 1–110	46,152,300	61.9	171	63.3	29,738,848	75.4	313.203	706,734	282,068	166,632
111. Newport News-Hampton	115,100	.2	1	79.4	91,379	92.4	.88	2,187	880	528
112. Reading	112,000	.1	1	68.6	76,832	77.4	.65	1,560	650	390
113. Trenton	110,200	.1	2	94.6	104,274	74.0	1.83	2,953	1,464	823
114. Utica-Rome	110,100	.1	1	46.4	51,135	93.3	.89	2,411	890	534
115. Stockton	107,900	.1	1	48.9	52,715	93.9	.70	1,685	700	420
116. Madison	106,300	.1	1	67.0	71,180	58.9	1.25	2,257	1,000	562
117. Binghamton	104,700	.1	1	63.7	66,737	82.1	.83	2,241	830	498
118. Santa Barbara-Santa Maria-Lompoc	103,900	.1	1	48.3	50,190	97.9	.43	1,035	430	258
119. Huntington-Ashland	103,500	.1	2	62.3	64,468	83.0	1.25	2,751	1,170	690
120. Lexington-Fayette	103,000	.1	1	68.4	70,415	69.2	1.22	3,228	1,220	732
Markets 111–120	1,076,700	1.1	12	64.7	699,325	82.2	9.930	22,310	9,234	5,436
Markets 1–120	47,229,000	63.0	183	63.3	30,438,173	75.5	323.133	729,044	291,302	172,068

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SUNDAY NEWSPAPERS CONTINUED

SMSA Rank/ Name	Households	Percent of U.S.	Minimum buys required	SMSA gross HH coverage	SMSA gross circulation	Percent of total circulation	Open line rate	Full page cost	Ad-unit costs at 5,000-line rates	
									1,000* lines	600* lines
121. Evansville	102,800	.1	1	74.9	76,997	65.5	.82	2,324	820	492
122. Lakeland-Winter Haven	101,900	.1	2	58.0	59,050	97.3	.82	1,988	820	492
123. Vallejo	101,400	.1	1	25.9	26,350	98.3	.43	1,035	430	258
124. Santa Rosa	100,000	.1	1	54.9	54,938	86.4	.68	1,823	680	408
125. Jackson, MS	96,800	.1	1	63.1	61,128	54.6	.82	1,974	820	492
126. Colorado Springs	95,400	.1	1	75.0	71,511	96.4	.85	2,302	850	510
127. Corpus Christi	95,100	.1	1	67.8	64,522	75.5	1.13	2,721	1,130	678
128. South Bend	94,800	.1	1	77.5	73,481	58.2	1.24	1,700	736	414
129. Huntsville	93,800	.1	1	53.0	49,698	88.4	.63	1,714	630	378
130. Rockford	93,000	.1	1	58.5	54,392	68.6	.86	2,329	860	516
Markets 121-130	1,076,400	1.0	11	58.2	592,067	78.9	8.280	19,915	7,776	4,638
Markets 1-130	48,305,400	64.0	194	63.2	31,030,240	75.4	331.413	752,729	299,078	176,076
131. Duluth-Superior	92,900	.1	1	62.6	58,191	70.0	1.15	2,028	920	518
132. Erie	92,300	.1	1	80.1	73,943	78.6	.83	2,248	830	498
133. Charleston, WV	91,900	.1	1	75.4	69,300	65.5	1.56	2,854	1,248	702
134. Eugene-Springfield	91,700	.1	1	67.2	61,630	92.7	.66	1,191	528	297
135. Johnstown	91,600	.1	1	40.7	37,279	87.8	.51	1,228	510	306
136. Appleton-Oshkosh	91,200	.1	2	79.9	72,850	83.1	1.15	2,390	1,006	582
137. Pensacola	90,400	.1	1	64.7	58,515	83.5	.98	2,654	980	588
138. Augusta	89,800	.1	1	70.1	62,953	80.4	1.11	2,004	888	666
139. Daytona Beach	89,200	.1	1	66.3	59,110	93.3	.97	1,751	752	423
140. Salinas-Seaside-Monterey	88,800	.1	1	35.0	31,114	98.8	.51	1,363	510	306
Markets 131-140	1,003,876	1.0	11	56.1	584,885	75.5	9.43	18,297	8,172	4,886
Markets 1-140	49,309,276	65.0	205	63.1	31,615,125	75.5	340.843	771,027	307,250	180,962
141. Kalamazoo-Portage	88,000	.1	1	62.6	55,046	84.4	.76	1,404	608	342
142. Manchester-Nashua	87,000	.1	1	32.5	28,245	42.5	.79	1,902	790	474
143. Modesto	86,700	.1	1	63.4	54,933	82.2	.59	1,416	590	354
144. Montgomery	86,700	.1	1	57.1	49,530	67.4	.80	2,131	800	480
145. Lorain-Elyria	85,400	.1	2	85.1	72,747	79.5	.83	2,233	830	498
146. Hamilton-Middletown	83,300	.1	2	56.1	46,692	85.2	1.00	2,464	1,000	600
147. Ann Arbor	82,200	.1	2	66.3	54,523	90.4	1.09	2,221	950	549
148. Portland, ME	82,000	.1	1	60.5	49,578	43.6	.93	2,239	930	558
150. Macon	80,100	.1	1	66.2	53,017	62.5	.99	2,383	990	594
Markets 141-150	841,600	1.0	12	61.0	464,311	70.8	7.78	18,396	7,488	4,449
Markets 1-150	50,150,876	66.0	217	62.9	32,079,436	75.5	348.623	789,423	314,738	185,411
151. Salem	78,800	.1	1	56.7	44,704	81.7	.68	1,842	640	384
152. Roanoke	77,400	.1	1	79.1	61,232	53.1	1.12	3,034	1,120	672
153. Sarasota	75,500	.1	1	81.3	61,397	75.5	.87	1,885	870	522
154. Atlantic City	74,400	.1	1	62.6	46,561	67.0	.57	1,358	540	324
155. Poughkeepsie	74,200	.1	1	63.9	47,390	91.5	.70	1,260	560	315
156. Saginaw	72,600	.1	1	65.7	47,685	85.7	.81	1,496	648	364
157. Columbus, GA	72,500	.1	1	75.3	54,579	79.0	.89	2,143	890	534
158. Springfield, MO	71,700	.1	1	70.8	50,733	60.8	1.00	2,408	890	534
159. Savannah	71,400	.1	1	66.8	47,718	66.0	1.11	2,004	888	499
160. Melbourne-Titusville-Cocoa	71,300	.1	1	91.2	65,059	91.3	1.00	2,496	870	522
Markets 151-160	739,800	1.0	10	71.3	527,058	75.1	8.75	19,929	7,916	4,671
Markets 1-160	50,890,676	67.0	227	63.0	32,606,494	75.4	357.374	805,581	322,654	190,082
161. Lima	71,200	.1	1	57.5	40,940	86.4	.48	1,182	480	288
162. Santa Cruz	70,900	.1	1	37.6	26,660	98.4	.36	866	360	216
163. Springfield, IL	70,700	.1	1	75.4	53,338	73.1	.80	1,920	800	480
164. Lubbock	68,900	.1	1	70.4	48,540	60.3	1.05	1,896	840	472
165. Fort Myers-Cape Coral	68,800	.1	1	72.7	50,002	76.4	.78	1,408	624	351
166. Fort Smith	68,700	.1	1	53.2	36,549	84.3	.45	1,031	450	270
167. Killeen-Temple	67,600	.1	2	58.6	39,632	90.3	.60	1,514	600	360
168. Galveston-Texas City	67,200	.1	1	40.1	26,959	98.5	.35	842	350	210

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SUNDAY NEWSPAPERS CONTINUED

SMSA Rank/ Name	Households	Percent of U.S.	Minimum buys required	SMSA gross HH coverage	SMSA gross circulation	Percent of total circulation	Open line rate	Full page cost	Ad-unit costs at 5,000-line rates	
									1,000* lines	600* lines
169. Lincoln	67,100	.1	1	76.2	51,112	73.1	.88	2,119	880	528
170. McAllen-Pharr-Edinburg	67,100	.1	1	38.7	25,996	95.9	.25	661	250	150
Markets 161-170	688,200	1.0	11	58.0	399,728	83.6	6.000	13,443	5,634	3,325
Markets 1-170	51,578,876	68.0	238	62.9	33,006,222	75.5	363.375	819,024	328,288	193,407
171. Wheeling	65,900	.1	1	65.9	43,437	69.0	.78	1,441	624	351
172. Topeka	65,000	.1	1	75.7	49,233	67.1	1.04	1,921	832	468
173. Fayetteville, NC	64,200	.1	1	67.9	43,598	73.4	.69	1,661	690	414
174. Terre Haute	62,700	.1	1	60.5	37,907	82.4	.50	1,354	500	300
175. Battle Creek	62,600	.1	1	57.0	35,697	88.0	.59	1,524	540	324
176. Springfield, OH	62,400	.1	1	66.0	41,169	93.6	2.88	8,164	2,880	1,728
177. Reno	61,300	.1	1	54.4	33,334	73.6	.745	1,228	508	304
178. Asheville	61,100	.1	1	58.5	35,764	51.3	.75	1,818	750	450
179. Muskegon-Norton Shores-Muskegon Heights	59,500	.1	1	68.4	40,671	86.9	.73	1,349	584	328
180. Anchorage	59,000	.1	1	70.7	41,701	83.1	.733	1,323	469	264
Markets 171-180	623,700	1.0	10	64.5	402,511	76.8	9.438	21,787	8,377	4,932
Markets 1-180	52,202,576	69.0	248	62.9	33,408,733	75.5	372.813	840,811	336,665	198,339
181. Cedar Rapids	58,200	.1	1	79.7	46,383	61.3	.63	1,706	630	378
182. Yakima	57,700	.1	1	67.3	38,855	90.1	.62	1,119	496	279
183. Waco	57,700	.1	1	76.2	43,972	79.0	.67	1,815	670	402
184. Racine	57,500	.1	1	68.5	39,383	97.9	.48	1,155	480	288
185. Amarillo	57,300	.1	1	74.4	42,629	59.1	1.05	1,896	840	472
186. Fayetteville-Springdale	57,300	.1	3	58.4	33,410	95.3	.60	1,904	800	480
187. Bradenton	57,000	.1	1	49.8	28,380	97.7	.41	975	410	246
188. Steubenville-Weirton	56,500	.1	1	38.9	21,953	94.7	.35	862	350	210
189. Biloxi-Gulfport	55,500	.1	1	58.3	32,375	82.7	.65	1,801	650	390
190. Brownsville-Harlingen-San Benito	55,000	.1	2	55.5	30,545	80.0	.51	1,349	510	306
Markets 181-190	569,700	1.0	13	62.7	357,885	83.7	5.970	14,311	5,836	3,451
Markets 1-190	52,772,276	70.0	261	62.9	33,766,618	75.5	378.784	855,122	342,501	201,790
191. Green Bay	54,900	.1	1	82.4	45,212	65.1	.53	1,305	530	318
192. Parkersburg-Marietta	54,100	.1	1	59.2	32,036	80.2	.57	1,043	456	256
193. Boise	53,700	.1	1	76.8	41,235	59.8	1.012	1,742	754	424
194. Champaign-Urbana-Rantoul	53,600	.1	1	63.4	33,979	76.5	.57	1,372	570	342
196. Provo-Orem	50,900	.1	1	52.8	26,872	97.0	.29	785	290	174
197. Lake Charles	50,600	.1	1	63.3	32,010	76.9	.50	1,204	500	300
198. Lynchburg	50,400	.1	1	65.0	32,785	86.3	.57	1,372	570	342
199. Anderson, IN	49,200	.1	1	43.4	21,362	93.1	.60	1,083	480	270
200. Jackson, MI	48,500	.1	1	75.4	36,584	88.4	.70	1,293	560	315
Markets 191-200	516,900	1.0	9	58.1	302,075	72.3	5.342	11,203	4,710	2,741
Markets 1-200	53,289,176	71.0	270	62.9	34,068,693	75.5	384.126	866,325	347,211	204,531
201. Abilene	48,000	.1	1	71.2	34,161	63.1	.70	1,685	700	420
202. Wilmington, NC	47,600	.1	1	68.4	32,557	79.4	.50	1,204	500	300
203. Tallahassee	47,600	.1	1	76.0	36,171	69.5	.95	1,715	760	427
204. Longview-Marshall	47,000	.1	2	75.4	35,449	77.0	.65	1,554	650	390
207. Decatur	46,100	.1	1	79.1	36,483	58.7	1.03	1,816	824	463
208. Alexandria, LA	45,600	.1	1	61.6	28,112	74.5	.50	882	400	225
209. Wichita Falls	45,600	.1	1	73.6	33,566	70.4	.68	1,637	660	396
210. Fort Collins	45,600	.1	2	67.2	30,643	95.9	.57	1,438	570	342
Markets 201-210	466,600	1.0	10	57.2	267,142	58.8	5.580	11,935	5,064	2,964
Markets 1-210	53,775,776	72.0	280	62.8	34,355,835	75.5	389.706	878,260	352,275	207,495
213. Waterloo-Cedar Falls	45,100	.1	1	74.0	33,392	59.1	.60	1,663	600	360
215. Monroe	44,800	.1	1	61.4	27,527	54.3	.59	1,672	590	354

*These figures are for 8- and 9-column newspapers. 1,000 lines equates to 800 lines; 600 lines equates to 450 lines.

SUNDAY NEWSPAPERS CONTINUED

SMSA Rank/ Name	Households	Percent of U.S.	Minimum buys required	SMSA gross HH coverage	SMSA gross circulation	Percent of total circulation	Open line rate	Full page cost	Ad-unit costs at 5,000-line rates 1,000* lines	Ad-unit costs at 5,000-line rates 600* lines
217. Mansfield	44,400	.1	1	72.5	32,177	64.7	.63	1,190	504	283
218. Fargo-Moorhead	43,700	.1	1	73.7	32,197	51.5	.85	1,530	680	382
219. Muncie	43,600	.1	1	58.5	25,494	76.1	.53	1,469	530	318
220. Texarkana	43,500	.1	1	61.5	26,756	77.3	.34	818	340	204
Markets 211–220	445,300	1.0	6	40.1	177,543	38.3	3.540	8,344	3,244	1,902
Markets 1–220	54,201,076	73.0	286	62.7	34,513,378	75.4	393.246	886,604	355,519	209,397
221. Gainesville	42,800	.1	1	68.7	29,399	78.6	.48	1,300	480	288
222. Florence	42,400	.1	1	63.7	27,029	88.6	.38	1,029	380	228
223. Sioux City	42,400	.1	1	73.2	31,028	61.0	.60	1,625	600	360
225. Bloomington-Normal	41,900	.1	1	74.7	31,298	62.1	.74	1,190	592	333
227. Lafayette, LA	40,900	.1	1	62.3	25,499	76.4	.35	882	350	210
228. Pueblo	40,800	.1	1	82.9	33,803	66.5	.75	1,260	600	337
229. Richland-Kennewick-Pasco	40,600	.1	1	79.7	32,344	84.5	.43	1,035	430	258
230. Tyler	40,500	.1	1	70.8	28,676	66.0	.38	915	380	228
Markets 221–230	415,700	1.0	8	57.6	239,076	58.3	4.110	9,238	3,812	2,242
Markets 1–230	54,616,776	74.0	294	62.6	34,752,454	75.4	397.356	895,842	359,331	211,639
231. Williamsport	40,400	.1	1	44.5	17,959	45.1	.36	327	288	162
232. Tuscaloosa	39,900	.1	1	62.1	24,771	77.4	.37	890	370	222
233. Petersburg-Colonia Heights-Hopewell	39,800	.1	1	52.1	20,748	85.0	.33	893	330	198
234. Bay City	39,100	.1	1	74.5	29,137	65.8	.70	1,250	560	315
235. Anniston	38,500	.1	1	66.4	25,577	82.1	.36	866	360	216
237. St. Joseph	37,800	.1	1	76.1	28,765	55.7	.71	1,282	568	319
238. Lafayette-West Lafayette	37,700	.0	1	68.5	25,823	70.0	.60	1,430	600	360
239. Kokomo	36,700	.0	1	74.2	27,246	88.0	.51	918	408	229
240. Pascagoula-Moss Point	36,400	.0	1	57.5	20,922	93.5	.33	646	330	198
Markets 231–240	384,300	.7	9	57.5	220,948	66.2	4.270	8,507	3,814	2,220
Markets 1–240	55,001,076	74.7	303	62.6	34,973,402	75.3	401.626	904,349	363,145	213,859
241. Billings	36,300	.0	1	78.9	28,627	47.2	.65	1,560	650	390
242. Odessa	35,100	.0	1	78.3	27,466	67.1	.47	1,293	470	282

*These figures are for 8- and 9-column newspapers. 1,000 lines equates to 800 lines; 600 lines equates to 450 lines.

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SUNDAY NEWSPAPERS CONTINUED

SMSA Rank/ Name	Households	Percent of U.S.	Minimum buys required	SMSA gross HH coverage	SMSA gross circulation	Percent of total circulation	Open line rate	Full page cost	Ad-unit costs at 5,000-line rates	
									1,000* lines	600* lines
243. Sioux Falls	34,700	.0	1	83.9	29,117	53.7	.80	1,444	640	360
244. Burlington, N.C.	34,300	.0	1	72.2	24,778	90.7	.33	794	330	198
245. Gadsden	34,300	.0	1	61.4	21,068	74.1	.36	975	360	216
246. Elmira	33,500	.0	1	73.5	24,624	49.8	.605	1,633	605	363
248. Grand Forks	32,600	.0	1	64.4	20,992	57.2	.50	1,204	500	300
249. Lawton	32,600	.0	1	70.4	22,956	81.5	.44	794	352	198
250. Albany, GA	32,200	.0	1	69.5	22,374	58.6	.38	915	380	228
Markets 241-250	338,700	.0	9	65.2	222,002	57.9	4.535	10,595	4,287	2,535
Markets 1-250	55,339,776	74.7	312	62.6	35,195,404	75.2	406.161	914,944	367,432	216,394
251. Panama City	31,600	.0	1	76.6	24,213	84.4	.36	866	360	216
252. Rapid City	30,600	.0	1	68.4	20,945	63.4	.51	921	408	229
253. Kankakee	30,500	.0	1	83.0	25,314	71.1	.44	794	352	198
255. Bloomington, IN	30,300	.0	1	70.4	21,334	52.7	.43	1,011	430	258
256. LaCrosse	30,300	.0	1	71.9	21,791	61.6	.43	1,045	430	258
257. Sherman-Denison	30,200	.0	2	87.0	26,296	76.2	.57	1,363	570	342
258. Columbia, MO	29,000	.0	1	58.8	17,059	85.7	.30	529	240	135
259. Dubuque	29,000	.0	1	84.8	24,605	58.6	.56	1,364	560	336
260. Great Falls	28,800	.0	1	81.4	23,457	51.1	.70	1,264	528	297
Markets 251-260	300,700	.0	10	68.2	205,014	60.4	4.300	9,160	3,878	2,269
Markets 1-260	55,640,476	74.7	322	62.6	35,400,418	75.1	410.461	924,104	371,310	218,663
261. San Angelo	28,200	.0	1	76.6	21,599	51.0	.65	1,565	650	390
262. Pine Bluff	27,800	.0	1	66.1	18,371	76.9	.33	831	330	198
263. Owensboro	27,300	.0	1	84.5	23,060	71.7	.32	752	320	192
265. Midland	25,000	.0	1	83.7	20,929	88.1	.32	866	320	192
267. Laredo	23,700	.0	2	89.0	21,084	73.2	.65	1,528	650	390
269. Victoria	20,000	.0	1	79.9	15,976	53.1	.40	963	400	240
Markets 261-269	224,600	.0	7	47.9	121,019	41.4	2.670	6,508	2,670	1,602
Markets 1-269	55,865,076	74.7	329	62.6	35,521,437	75.1	413.131	930,612	373,980	220,265

*These figures are for 8- and 9-column newspapers. 1,000 lines equates to 800 lines; 600 lines equates to 450 lines.

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When you're a BPA audited book, and we are, it's the percentage of "personal written request by recipient" that counts.

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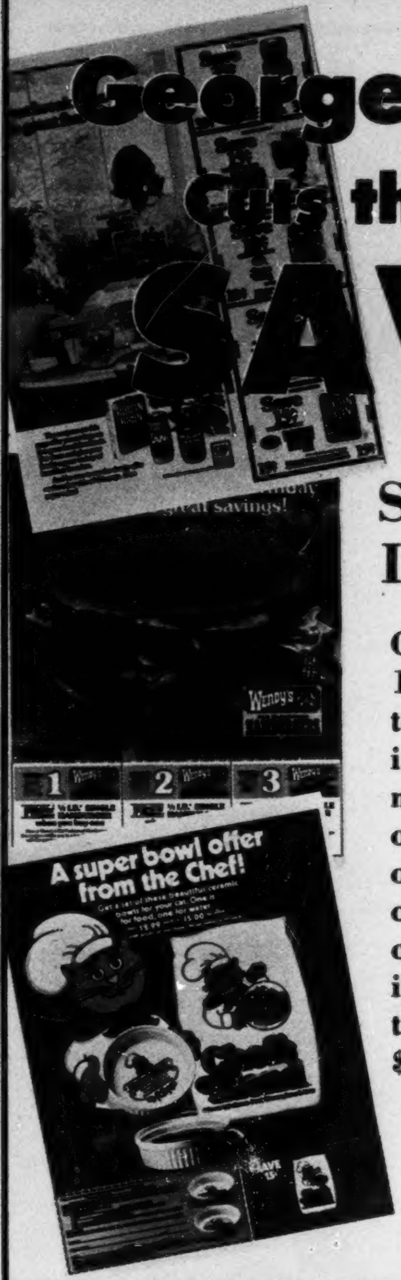
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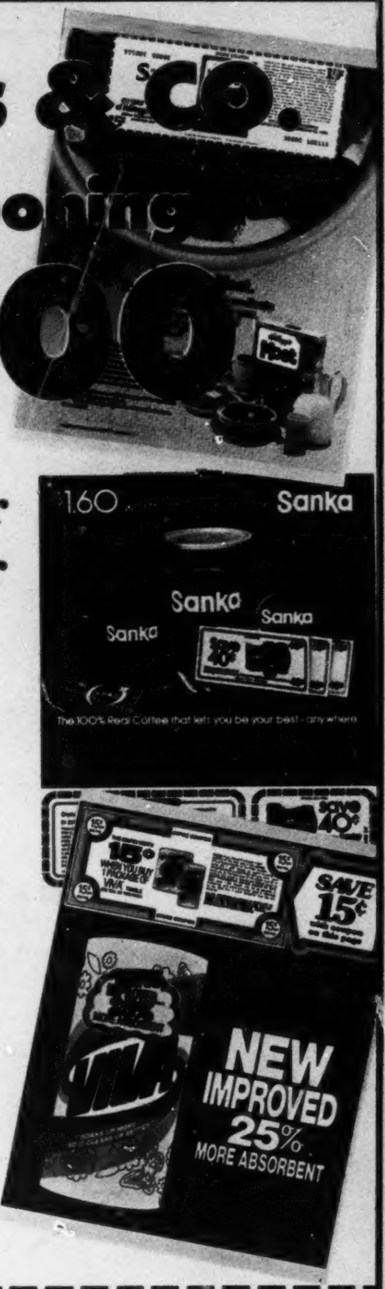
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SECTION 6

INSERTS & PREPRINTS

Advertiser use of inserts continues to rise. The Newspaper Advertising Bureau estimates almost 27 billion card or multi-page inserts were distributed by newspapers in 1979, an increase of almost 3 billion over 1978. The Bureau also reports 1,690 newspapers accept Hi-Fi, roll-fed preprints. These are four-color repeat design page preprints backed by regular newspaper copy.

The following tables show circulation and costs for preprinted inserts in the top 100 Metro areas. The source is the Insert Division of the Newspaper Advertising Bureau. At the end of the section is a summary of preprinted insert rates by market size.

10 BILLION COUPONS IN 1981

Blair Inserts can deliver 36 million unduplicated households in top A and B markets across the country in just one Sunday in 1981.

No vehicle delivers a coupon more efficiently or with higher advertising value than Blair Inserts.

Blair Inserts' 1981 schedule includes 20 free-standing co-op inserts in Sunday newspapers, delivering up to 36 million unduplicated households on a given day. Every insert has the flexibility to meet advertisers' requirements, from single space buys to multi-page spreads.

Creative flexibility? Yes, with high quality four-color printing in company owned plants. "Involvement" options? Yes, numbering, tipping, microfragrance, response vehicles, wash-offs and sweepstakes are all available. Market selection? Choose your markets to meet your strategies. Buy one market or run nationally. And testing options are built right into the system.

Blair Inserts have better readership noting scores than magazines or Sunday sups. Add to the picture merchandising support in newspapers on best food days and radio pre-sell in every market, and you have the most efficient couponing vehicle available. Nothing gets a product off the shelf and into the consumer's hand like a Blair Inserts coupon.

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SUNDAY PREPRINTED INSERT COSTS

ADVERTISERS' use of preprinted inserts has more than tripled in the last decade. The Newspaper Advertising Bureau estimates almost 27 billion card or multi-page inserts were distributed by newspapers in 1979. The following tables show circulation and estimated preprinted insert costs for Sunday newspapers in the top 100 metropolitan markets.

The tables were prepared in Fall, 1979 by the Newspaper Advertising Bureau. The national space rates shown are averages based on a piece measuring 8½" × 11", or 850 lines per page. Since some newspapers' rates are based on the square inch, some on the number of lines, some on a cost-per-thousand or cost-per-piece, these costs could vary slightly with a different size or circulation. The rates should, therefore, be used for estimating purposes only, subject to confirmation by the newspapers concerned. The rates do include space and stuffing charges, if any. They are fully commissionable and include agency commission (15%) and cash discount (2%) where applicable and when earned.

The Insert Division of NAB will, at any time, prepare a custom-made estimate for you when you describe the piece and supply a specific media list. There is no charge for this service. For further information call (212) 557-1847, or write the Newspaper Advertising Bureau, 485 Lexington Ave., New York 10017.

ESTIMATED INSERT COSTS FOR SUNDAY NEWSPAPERS

Metro Market	Total Circulation (000)	Dollars					
		2 Pages	4 Pages	8 Pages	12 Pages	16 Pages	24 Pages
1. **New York, NY-NJ**							
News (C & S)	2,328	43,000	43,000	56,800	65,600	74,300	91,800
Times	1,435	29,561	29,561	38,745	46,924	52,880	61,490
Post (weekend)			Report they do not accept				
Bergen County (NJ) Record	216	3,888	3,888	5,616	6,480	7,128	7,776
2. **Los Angeles-Long Beach**							
Times	1,302	34,513	36,467	36,467	40,374	44,933	51,445
Herald-Examiner	320	5,760	5,760	6,080	7,680	8,960	11,840
Long Beach Independent Press Telegram	135	3,200	3,400	3,800	4,200	4,600	5,300
3. **Chicago**							
Tribune (C & S)	1,124	18,317	18,317	18,317	21,944	26,250	38,792
Sun-Times (C & S)	720	12,864	12,864	12,864	15,436	18,008	26,193
4. **Philadelphia, PA-NJ**							
Inquirer	832	20,513	20,513	24,356	26,660	28,947	33,522
Bulletin	560	14,339	14,339	14,339	16,888	16,888	18,345
5. **Detroit**							
News	820	15,708	15,708	17,185	22,358	22,358	30,261
Free Press	705	11,985	11,985	13,930	17,117	21,220	23,215
6. **Boston**							
Globe	640	15,246	15,939	17,325	18,711	20,097	22,869
Herald American	352	8,000	8,300	8,800	9,200	9,600	11,200
7. **San Francisco-Oakland**							
Examiner & Chronicle	670	16,082	17,423	17,423	18,763	20,103	22,783
Oakland Tribune	190	6,199	6,199	7,410	8,479	9,619	10,474
8. **Washington, DC**							
Post	822	18,700	18,700	20,400	22,950	25,500	30,433
Star	317	6,657	6,657	7,608	8,559	9,510	11,412
9. **Dallas-Fort Worth**							
Times Herald	340	6,286	6,286	7,645	8,155	8,665	9,684
News	346	6,401	6,401	7,785	8,304	8,823	9,861
Fort Worth Star Telegram	250	4,872	4,872	6,746	7,496	8,495	9,744
10. **Houston**							
Chronicle	427	10,198	10,198	11,008	12,950	14,891	18,774
Post	380	9,086	9,086	9,808	11,538	13,268	16,727
Top 10 totals (25 newspapers)	15,231	321,375	325,863	370,457	426,766	475,043	573,940
Top newspaper only	9,305	198,563	202,551	226,926	258,465	286,044	350,363

SUNDAY PREPRINTED INSERT COSTS

Metro Market	Total Circulation (000)	Dollars					
		2 Pages	4 Pages	8 Pages	12 Pages	16 Pages	24 Pages
11. **Nassau-Suffolk, NY**							
Newsday	564	9,643	9,643	13,590	16,128	16,128	19,230
12. **Pittsburgh**							
Press	656	21,005	21,005	21,005	23,408	26,061	29,631
13. **St. Louis**							
Post-Dispatch	433	11,135	11,135	12,375	13,500	15,300	18,000
Globe-Democrat (Weekend)	270	7,155	7,155	7,830	8,640	9,855	11,610
14. **Baltimore**							
Sun	360	7,345	7,345	7,834	8,814	10,285	12,600
News American	231	4,245	4,245	5,155	5,760	6,370	7,880
15. **Minneapolis-St. Paul**							
Minneapolis Tribune	608	11,850	13,145	16,235	18,711	22,522	26,413
St. Paul Pioneer Press	244	5,595	5,595	5,910	7,881	8,708	10,595
16. **Cleveland**							
Plain Dealer	453	9,056	9,056	9,622	12,339	15,282	20,490
17. **Newark, NJ**							
Star-Ledger	567	10,000	11,000	13,000	13,500	14,000	21,000
Morristown Record	65	1,600	1,600	1,600	1,600	1,600	1,600
18. **Anaheim-Santa Ana-Garden Grove**							
Register	239	6,003	6,531	7,241	8,436	9,803	12,511
Orange Coast Pilot	45	1,435	1,435	1,435	1,622	1,766	2,051
19. **San Diego**							
Union	336	8,675	8,675	8,675	12,327	15,730	21,124
Escondido Times Advocate	32	1,120	1,120	1,120	1,120	1,120	1,120
20. **Atlanta**							
Journal Constitution	529	12,701	12,701	17,993	21,830	25,270	31,621
Top 20 totals (41 newspapers)	20,863	449,938	457,249	521,077	602,382	674,843	823,416
Top newspaper only	14,050	305,976	312,787	354,496	407,458	456,425	564,983
21. **Tampa-St. Petersburg**							
St. Petersburg Times	271	5,419	5,419	7,044	10,024	11,379	14,088
Tampa Tribune	203	4,896	5,275	6,210	9,199	12,091	17,609
Clearwater Sun	48	902	902	1,210	1,670	2,150	2,995
22. **Miami**							
Herald	507	12,167	12,167	13,182	15,717	18,252	23,321
23. **Seattle-Everett**							
Times	348	5,205	5,205	5,810	7,200	8,955	11,195
Post Intelligencer	231	3,960	3,960	4,400	5,500	6,820	7,867
24. **Denver-Boulder**							
Post	357	6,840	7,560	9,000	9,720	10,440	11,880
Rocky Mountain News	285	5,415	5,985	6,555	7,125	7,695	8,835
Boulder Camera	31	698	775	1,023	1,271	1,364	1,457
25. **Milwaukee**							
Journal	533	12,005	12,005	12,785	14,165	14,480	15,110
Top 25 totals (51 newspapers)	23,677	507,445	516,502	588,296	683,973	768,469	937,773
Top newspaper only	16,066	347,612	355,143	402,317	464,284	519,931	640,577
26. **Riverside-San Bernardino-Ontario CA**							
Riverside Press	106	2,160	3,024	3,564	4,428	4,968	5,616
San Bernardino Sun	89	1,598	1,776	2,930	3,462	3,995	6,303
Ontario Report, Progress Bulletin	77	2,200	2,280	2,400	2,680	3,080	3,326
27. **Kansas City, MO**							
Star	408	6,440	8,100	9,415	12,760	14,175	18,225
Kansah (KS)	21	577	577	577	577	577	684
28. **Cincinnati**							
Enquirer	290	6,371	6,371	7,239	8,398	8,977	10,714
29. **Buffalo, NY**							
Courier Express	257	5,800	5,800	5,800	7,400	9,600	13,850
News	157	3,367	3,725	3,725	4,898	5,357	6,327
Niagara Falls Gazette	32	1,682	1,912	1,912	2,098	2,285	2,611
30. **Phoenix**							
Republic	393	10,434	10,434	10,434	11,825	13,042	15,303

SUNDAY PREPRINTED INSERT COSTS

Metro Market	Total Circulation (000)	Dollars					
		2 Pages	4 Pages	8 Pages	12 Pages	16 Pages	24 Pages
Top 30 totals (61 newspapers)	25,507	548,074	560,501	636,292	742,499	834,525	1,020,732
Top newspapers only	17,250	378,817	388,872	438,769	509,095	570,693	704,285
31. **San Jose, CA**							
Republic	262	6,108	6,108	7,571	8,463	9,289	9,616
32. **Portland, OR**							
Oregonian	415	8,528	10,321	13,993	16,204	18,423	22,861
Vancouver Columbian	47	2,125	2,125	2,125	2,290	2,454	2,785
33. **Indianapolis**							
Star	356	7,238	7,238	9,633	11,567	12,876	15,471
34. **New Orleans**							
Times-Picayune	322	6,500	8,500	9,500	13,000	14,400	16,000
35. **Columbus, OH**							
Dispatch	344	6,600	6,600	7,265	9,675	11,460	14,150
36. **Hartford, CT**							
Courant	288	5,600	6,100	7,000	8,400	9,240	12,320
37. **Fort Lauderdale**							
News and Sun-Sentinel	178	3,741	3,741	4,364	6,235	7,481	7,793
38. **Rochester, NY**							
Democrat & Chronicle	232	6,278	7,642	9,551	11,737	13,649	14,739
39. **Sacramento, CA**							
Bee	209	4,025	4,025	5,250	6,215	6,985	8,525
Union	110	2,200	2,200	2,600	3,000	3,400	3,800
40. **San Antonio**							
Light	186	3,685	3,685	4,053	4,790	5,159	5,896
Express-News	184	4,616	4,616	4,794	5,859	6,569	7,280
Top 40 totals (74 newspapers)	28,640	615,318	633,402	723,991	849,934	955,910	1,161,968
Top newspapers only	20,042	437,120	452,832	516,949	605,381	679,655	831,656
41. **Louisville, KY**							
Courier-Journal	336	8,810	8,810	10,530	12,240	13,965	16,540
42. **Providence, RI**							
Journal	224	5,180	5,180	5,180	6,550	8,730	11,310
43. **Memphis**							
Commercial Appeal	288	6,410	7,195	8,615	10,100	11,440	18,530
44. **Dayton**							
News	220	6,044	6,044	6,044	7,732	9,293	11,581
45. **Oklahoma City**							
Oklahoman	289	7,245	7,245	8,840	8,840	8,840	8,840
Journal	38	1,600	1,600	1,600	1,600	1,600	1,600
Norman Transcript	16	620	620	620	620	620	620
46. **Birmingham**							
News	213	5,436	5,683	6,717	7,789	8,952	11,031
47. **Albany-Schenectady-Troy, NY**							
Albany Times Union	152	3,400	3,400	4,500	4,500	4,500	5,200
Troy Record	45	1,100	1,100	1,100	1,100	1,100	1,100
Saratoga Springs Saratogian	18	324	954	954	954	990	1,044
48. **Bridgeport-Danbury, CT**							
Bridgeport Post	93	1,600	1,600	1,700	2,160	2,720	3,600
Danbury News-Times	41	900	1,980	1,980	2,055	2,200	2,560
49. **Toledo, OH**							
Blade	209	4,340	4,340	6,500	7,691	8,868	10,741
50. **Greensboro-Winston-Salem-High Point, NC**							
Greensboro News	112	2,203	2,203	3,672	5,508	7,344	11,016
Winston-Salem Journal	95	1,600	2,400	3,600	4,400	5,400	7,600
High Point Enterprise	31	662	662	922	1,523	1,864	2,746
Top 50 totals (89 newspapers)	31,060	672,792	694,418	797,065	935,296	1,054,336	1,287,627
Top newspapers	22,178	487,788	504,532	579,247	678,491	764,307	940,045
51. **Nashville**							
Tennessean	236	5,038	5,038	7,329	10,993	14,657	21,986

SUNDAY PREPRINTED INSERT COSTS

Metro Market	Total Circulation (000)	Dollars					
		2 Pages	4 Pages	8 Pages	12 Pages	16 Pages	24 Pages
52. **New Haven-Waterbury, CT**							
New Haven Register	141	2,602	2,602	3,789	4,622	5,522	6,603
Waterbury Republic	70	1,328	1,328	2,655	2,890	3,124	3,674
53. **Salt Lake City-Ogden, UT**							
Tribune	180	3,430	3,430	5,680	8,123	9,102	12,289
Ogden Standard-Examiner	49	1,250	1,350	2,316	3,108	3,900	4,827
54. **Norfolk-Virginia Beach-Portsmouth, VA**							
Virginian-Pilot	200	4,207	4,207	5,800	6,675	8,113	10,269
55. **Jacksonville, FL**							
Times-Union	198	4,148	4,148	5,656	7,730	9,050	11,312
56. **Northeast Pennsylvania**							
Scranton Times	50	1,650	1,700	1,800	1,900	2,050	2,350
Scranton Scrantonian	50	1,500	1,615	1,700	1,815	1,980	2,450
57. **Tulsa**							
World	209	4,240	4,240	5,090	6,360	7,530	9,650
58. **Allentown, PA**							
Allentown Call-Chronicle	159	5,590	5,590	5,590	8,298	11,118	16,248
59. **Akron, OH**							
Beacon Journal	218	5,184	5,184	5,832	7,776	8,640	10,368
60. **Syracuse, NY**							
Herald-American	236	7,700	7,700	9,400	11,800	13,150	15,650
Top 60 totals (102 newspapers)	33,056	720,659	742,550	859,702	1,017,386	1,152,272	1,415,303
Top newspapers	24,005	531,577	548,371	635,213	752,768	853,239	1,056,770
61. **Worcester, MA**							
Worcester Telegram	109	2,575	2,575	2,575	3,415	4,155	5,085
62. **Orlando, FL**							
Sentinel Star	231	4,164	4,164	5,413	7,078	8,328	11,034
63. **Jersey City, NJ**							
(No Sunday paper)							
64. **Richmond, VA**							
Times-Dispatch	216	4,300	5,200	6,900	9,932	12,962	17,596
65. **Honolulu, HI**							
Star-Bulletin & Adviser	205	3,982	3,982	7,431	10,730	13,873	19,509
66. **Gary-Hammond, IN**							
Gary Post Tribune	86	3,000	3,000	4,287	5,000	5,250	6,042
Hammond Times	73						
67. **Charlotte-Gastonia, NC**							
Observer	239	5,763	5,763	6,717	7,672	8,149	9,104
Gastonia Gazette	35	1,865	1,865	1,865	1,865	1,865	1,865
68. **Springfield-Holyoke, MA**							
Springfield Republican	109	2,847	3,146	3,304	3,596	4,094	5,541
69. **Omaha**							
World-Herald	279	6,014	6,014	7,693	9,091	10,210	12,169
Council Bluffs Nonpareil (IA)	21	460	686	990	1,122	1,254	1,386
70. **West Palm Beach-Boca Raton**							
Post Times	132	2,241	2,900	3,691	4,218	5,009	6,327
Boca Raton News	14	525	525	595	630	665	735
Top 70 totals (115 newspapers)	34,805	758,395	782,370	911,163	1,081,735	1,228,086	1,511,696
Top newspapers only	25,684	566,463	585,115	683,224	813,500	925,269	1,149,177
71. **Grand Rapids, MI**							
Press	137	2,860	3,125	4,015	4,780	5,515	6,880
72. **Greenville-Spartanburg, SC**							
Greenville News	106	1,952	2,197	2,831	3,611	4,393	5,955
Spartanburg Herald Journal	48	1,810	1,810	2,410	3,000	3,300	3,900
73. **New Brunswick-Perth Amboy, NJ**							
New Brunswick Home News	73	1,697	1,697	1,873	2,380	2,484	3,096

Metro Market	**Total Circulation (000)**	**Dollars** 2 Pages	4 Pages	8 Pages	12 Pages	16 Pages	24 Pages
74. **Wilmington, DE**							
News-Journal	103	3,914	3,914	3,914	4,223	4,532	5,356
75. **Youngstown-Warren, OH**							
Youngstown Vindicator	102	4,190	4,190	4,190	5,723	6,927	9,622
Top 75 totals (121 newspapers)	35,374	774,818	799,303	930,396	1,105,452	1,255,237	1,546,505
Top newspapers only	26,205	581,076	600,238	700,047	834,217	949,120	1,180,086
76. **Raleigh-Durham, NC**							
Raleigh News & Observer	162	2,585	2,585	3,554	4,361	5,169	6,785
Durham Herald	58	910	1,135	1,400	1,775	2,130	2,505
77. **Flint, MI**							
Journal	105	2,125	2,125	5,435	6,083	6,729	7,765
78. **New Bedford, MA**							
New Bedford Standard Times	51	2,100	2,100	2,667	2,829	2,980	3,285
79. **Tucson, AZ**							
Star	134	2,387	2,984	4,775	4,775	4,775	4,775
80. **Fresno, CA**							
Bee	149	3,000	3,300	3,900	4,200	4,800	5,100
Top 80 totals (127 newspapers)	36,033	787,925	813,532	952,127	1,129,475	1,281,820	1,576,720
Top newspapers only	26,806	593,273	613,332	720,378	856,465	973,573	1,207,796
81. **Austin, TX**							
American, Statesman	136	1,456	1,904	3,000	3,696	4,592	6,384
82. **Clifton-Passaic, NJ**							
Passaic Herald News	62	1,585	1,585	2,650	2,650	2,650	2,650
83. **Oxnard-Ventura, CA**							
Ventura County Free Press & Thousand Oaks News Chronicle	60	1,614	1,614	1,614	1,645	1,676	1,737
Oxnard Press-Courier	21	882	882	882	987	1,092	1,176
84. **Harrisburg, PA**							
Patriot-News	156	4,000	4,000	5,250	5,250	6,125	7,500
85. **Knoxville, TN**							
News-Sentinel	159	2,426	2,868	5,022	7,178	9,456	13,768
86. **Long Branch-Asbury Park, NJ**							
Asbury Park Press	136	2,760	3,128	4,420	5,610	6,800	10,200
Red Bank Shrewsbury Leader	31	1,238	1,203	1,203	1,203	1,203	1,258
87. **Lansing-E. Lansing, MI**							
State Journal	82	2,293	3,104	3,104	3,817	4,596	5,552
88. **Chattanooga, TN**							
News, Free Press	78	2,400	2,400	2,400	2,448	3,264	4,896
Times	58	1,300	1,600	1,900	2,200	2,500	3,000
89. **Tacoma, WA**							
News Tribune	108	1,976	2,211	2,732	2,974	3,266	3,732
90. **Baton Rouge, LA**							
Advocate	111	2,371	2,371	2,868	3,585	4,303	5,736
Top 90 totals (140 newspapers)	37,231	814,226	842,402	989,172	1,172,718	1,333,343	1,644,309
Top newspapers only	27,894	616,154	638,517	753,438	895,318	1,020,301	1,269,951

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SUNDAY PREPRINTED INSERT COSTS

Metro Market	Total Circulation (000)	Dollars					
		2 Pages	4 Pages	8 Pages	12 Pages	16 Pages	24 Pages
91. **Albuquerque**							
Journal	124	5,312	5,312	5,312	5,712	6,012	6,462
92. **Johnson City-Kingsport-Bristol, TN**							
Kingsport Times-News	43	2,197	2,197	2,197	2,323	2,473	2,805
Johnson City Press-Chronicle	28	1,953	1,953	1,953	1,953	1,953	2,189
Bristol Herald Courier	37	2,333	2,333	2,333	2,586	2,586	2,800
93. **Wichita, KS**							
Eagle Beacon	175	4,500	4,500	5,160	5,820	6,480	7,800
94. **Canton, OH**							
Repository	80	1,532	2,121	3,008	3,664	4,310	5,188
95. **Mobile, AL**							
Press Register	97	2,610	2,735	3,595	4,020	4,290	5,189
96. **Davenport-Rock Island-Moline, IA-IL**							
Davenport Quad City Times	81	2,091	2,091	3,160	4,535	5,103	7,344
Moline Dispatch Rock Island Argus	80	1,361	1,361	2,122	2,619	3,186	4,440
97. **Little Rock-North Little Rock**							
Arkansas Gazette	161	4,705	4,705	4,705	6,352	7,998	11,292
Arkansas Democrat	100	1,896	1,896	1,999	2,699	3,399	4,799
98. **El Paso, TX**							
Times	90	2,250	2,250	2,430	2,610	2,790	2,970
99. **Peoria, IL**							
Journal Star	120	2,036	2,036	3,635	4,799	5,303	5,817
100. **Beaumont-Port Arthur-Orange, TX**							
Beaumont Enterprise	79	2,723	2,970	3,873	4,798	5,716	7,221
Port Arthur News	28	550	625	825	875	925	1,025
Orange Leader	13	553	553	553	565	577	601
Top 100 totals (157 newspapers)	38,517	852,828	882,040	1,036,032	1,228,648	1,396,444	1,722,251
Top newspapers only	28,944	646,110	669,484	790,513	939,951	1,070,776	1,332,089

SUMMARY OF SUNDAY PREPRINTED INSERT RATES

	Markets 1-10	Markets 1-20	Markets 1-25	Markets 1-30	Markets 1-40	Markets 1-50	Markets 1-60	Markets 1-70	Markets 1-80	Markets 1-90	Markets 1-100
Number of papers	25	41	51	61	74	89	102	115	127	140	157
Total circulation	15,231	20,863	23,677	25,507	28,640	31,060	33,056	34,805	36,033	37,231	38,567
2 pages											
Cost ($)	321,400	449,900	507,400	548,100	615,300	672,800	720,700	758,400	787,900	814,200	852,800
CPM ($)	21.10	21.56	21.43	21.49	21.48	21.66	21.80	21.79	21.85	21.87	22.11
4 pages											
Cost ($)	325,900	457,200	516,500	560,500	633,400	694,400	742,600	782,400	813,500	842,400	882,000
CPM ($)	21.40	21.91	21.81	21.97	22.12	22.36	22.46	22.48	22.58	22.63	28.87
8 pages											
Cost ($)	370,500	521,100	588,300	636,300	724,000	797,100	859,700	911,200	952,100	989,200	1,036,000
CPM ($)	24.33	24.98	24.85	24.95	25.28	25.66	26.01	26.18	26.42	26.57	28.86
12 pages											
Cost ($)	426,800	602,400	684,000	742,500	849,900	935,300	1,017,400	1,081,700	1,129,500	1,172,700	1,228,600
CPM ($)	28.02	28.87	28.89	29.11	29.68	30.11	30.79	31.08	31.35	31.50	31.86
16 pages											
Cost ($)	475,000	674,800	768,500	834,500	955,900	1,054,300	1,152,300	1,228,100	1,281,800	1,333,300	1,396,400
CPM ($)	31.19	32.34	32.46	32.72	33.38	33.94	34.86	35.29	35.57	35.81	36.21
24 pages											
Cost ($)	573,900	823,400	937,800	1,020,700	1,162,000	1,287,600	1,415,300	1,511,700	1,576,700	1,644,300	1,722,300
CPM ($)	37.68	39.47	39.61	40.02	40.57	41.46	42.82	43.43	43.76	44.16	44.66

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BCI is your opportunity to bring your selling message directly to over 6,000,000 readers while securing your share of this $125 billion market.

To sell Black consumers you must reach them where they live. API and BCI take your sell there for you.

API, Amalgamated Publishers Inc., is the network for over 80 weekly newspapers throughout the U.S. Written by and for the Black community, these weekly newspapers are read, reread and used for reference. Which means that your ad has more clout with this consumer when it's placed in Black media.

Together BCI and API give you flexibility and reliability.

If you don't want to miss an opportunity, include BCI and API as part of your marketing thrust. BCI for a national program and API for market-by-market programs. **Our readers want and need the savings your coupons offer and you need our readers' purchasing dollars.**

If you believe in the power of coupons, clip this one.

My company is interested in shares of the 125 billion dollar market.

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Company __________
Address __________
City __________ State _____ Zip _____
Phone __________

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295 Madison Ave., N.Y., N.Y. 10017, (212) 889-8220.

☐ I would like more information about Black newspapers and Amalgamated Publishers. Attn:
S.R. Jackson, Advertising Director,
Amalgamated Publishers Inc., 45 West 45th St.,
N.Y., N.Y. 10036, (212) 489-1220.

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SECTION 7

SUPPS & COMICS

The following section contains circulation, coverage and cost data for Family Weekly, Metro Sunday, Parade and All In Style weekend magazines and Metro and Puck Sunday comics.

Newspapers distributing Family Weekly, Parade, All In Style and Metro Sunday are listed together with their circulation as submitted by the individual supplements. Circulations are as of March 31, 1979 or latest certified paid circulation statement. Data were prepared by the respective publications.

Circulations for Metro Comics and Puck are from ABC as of March 31, 1979 and are based upon the carrying papers' latest audited circulation. Figures were submitted by the individual sales organizations. Costs include multimarket discounts where applicable, but do not reflect volume discounts.

Pages 344-349—Sunday supplements.

Pages 350-352—Nationally syndicated comics.

SUNDAY SUPPLEMENTS

NEWSPAPERS CARRYING FAMILY WEEKLY AND THEIR CIRCULATIONS

State/City Newspaper	Circulation*
Alabama	204,419
Anniston Star	32,947
Decatur Daily	24,327
Dothan Eagle	26,339
Florence-Sheffield-Tuscumbia-Muscle Shoals Times-Tri-Cities Daily	30,134
Gadsden Times	29,762
Opelika-Auburn News	17,236
Selma Times-Journal	11,234
Tuscaloosa-Northport News	32,440
Alaska	52,428
Anchorage Times	52,428
Arizona	66,505
Flagstaff Sun	10,800
Mesa Tribune	27,043
Prescott Courier	9,151
Yuma Sun	19,511
Arkansas	239,266
El Dorado News-Times	11,522
Fayetteville Northwest Arkansas Times	11,453
Fort Smith Southwest-Times Record	44,363
Hot Springs Sentinel-Record	21,243
Jonesboro Sun	20,477
Little Rock Arkansas Democrat	105,866
Pine Bluff Commercial	24,342
California	1,518,642
Central Diablo Valley Group-Antioch Ledger	14,022
Central Diablo Valley Group-Contra Costa Times	54,269
El Centro/Brawley Imperial Valley Press/News	15,359
Escondido Times-Advocate	33,400
Eureka Times-Standard	22,379
Glendale/Burbank News-Press/Review	38,565
Hayward/Fremont-Newark/Livermore Review/Argus/Tri-Valley Herald	74,347
Huntington Park-South Gate-Bell Maywood-Cudahy/Downey Signal/Southeast News	16,057
Indio News	8,977
Merced Sun Star	21,424
Monterey Peninsula-Herald	32,195
Newport Beach-Costa Mesa Orange Coast Pilot	44,586
Oceanside Blade-Tribune	28,413
Ontario-Upland Report	33,074
Palm Springs Desert Sun	22,409
Palo Alto-Redwood City Peninsula Times Tribune	64,296
Pomona Progress-Bulletin	44,262
Redding Record Searchlight	35,205
Richmond/Berkeley Independent/Gazette	46,000
Sacramento Union	110,869
Salinas Californian	24,934
San Gabriel Valley Tribune	70,138
San Joaquin Valley Triangle-Hanford Sentinel	11,360
San Joaquin Valley Triangle-Tulare Advance-Register	8,764
San Joaquin Valley Triangle-Visalia Times-Delta	20,288
San Luis Obispo Telegram-Tribune	25,522
San Mateo Times & News Leader	45,734
San Rafael Independent Journal	47,356
Santa Ana Register	244,507
Santa Monica Outlook	42,045
Thousand Oaks News Chronicle	18,666
Torrance-Redondo Beach-Hermosa Beach-Manhattan Beach/San Pedro South Bay Breeze	98,027
Vallejo/Martinez Times Herald/News Gazette	26,442
Ventura Star-Free Press	42,075
Watsonville Register-Pajaronian	12,183
Whittier News	20,493
Colorado	180,805
Colorado Springs Gazette Telegraph	78,830
Fort Collins Coloradoan	19,365
Grand Junction Sentinel	31,142
Pueblo Star-Journal & Chieftain	51,468
Connecticut	150,982
Danbury News-Times	41,805
Norwich Bulletin	39,597
Waterbury Republican	69,580
Delaware	133,578
Dover Delaware State News	29,501
Wilmington News-Journal	104,077
Florida	582,497
Boca Raton News	13,894
Bradenton Herald	29,038
Clearwater Sun	47,504
Cocoa Today	76,532
Daytona Beach News-Journal	71,128
Fort Myers News-Press	79,150
Fort Pierce News Tribune	17,370
Fort Walton Beach Playground News	21,468
Gainesville Sun	39,306
Hollywood Sun-Tattler	42,967
Key West Citizen	8,740
Lakeland Ledger	45,095
Ocala/Leesburg Star-Banner/Commercial	40,420
Panama City News-Herald	29,885
Georgia	193,895
Albany Herald	38,400
Athens Banner-Herald-News	22,212
Gainesville Times	22,415
Rome News-Tribune	21,666
Savannah News	72,792
Valdosta Times	16,410
Idaho	113,788
Idaho Falls Post-Register	26,541
Lewiston-Clarkson Tribune	25,724
Nampa-Caldwell Idaho Free Press/News-Tribune	18,481
Pocatello Idaho State Journal	21,823
Twin Falls Times-News	21,219
Illinois	668,408
Alton-East Alton-Wood River Telegraph	38,190
Aurora Beacon-News	43,785
Belleville News Democrat	45,455
Bloomington-Normal Pantagraph	50,503
Carbondale-Herrin-Murphysboro Southern Illinoisan	38,670
Centralia-Central City-Wamac Sentinel	19,221
Champaign-Urbana News-Gazette	47,788
Danville Commercial News	34,128
Decatur Herald-Review	63,372
Elgin Courier-News	38,230
Joliet Herald-News	51,898
Kankakee Journal	35,456

* Latest ABC or certified circulation.

FAMILY WEEKLY CONTINUED

State/City Newspaper	Circulation*
La Salle-Peru-Oglesby-Spring Valley News Tribune	21,061
Moline-East Moline Dispatch	36,783
Quincy Herald-Whig	33,438
Rock Island Argus	23,637
Waukegan-North Chicago News-Sun	46,793
Indiana	417,398
Anderson Bulletin/Herald	39,215
Bloomington-Bedford Herald-Times	41,001
Elkhart Truth	31,201
Hammond-East Chicago Times	73,700
Kokomo Tribune	30,493
Lafayette-West Lafayette Journal & Courier	37,778
Logansport Pharos-Tribune	16,597
Marion Chronicle-Tribune	26,947
Muncie Star	33,791
New Albany Ledger-Tribune	11,396
Richmond Palladium-Item	29,790
Terre Haute Tribune-Star	45,489
Iowa	119,102
Council Bluffs Nonpareil	20,593
Dubuque-East Dubuque Telegraph-Herald	41,856
Waterloo-Cedar Falls-Evansdale Courier	56,653
Kansas	89,375
Hutchinson News	47,719
Lawrence Journal-World	18,292
Leavenworth Times	10,164
Pittsburg Sun	13,200
Kentucky	53,347
Bowling Green News	20,928
Owensboro Messenger-Inquirer	32,419
Louisiana	125,160
Alexandria-Pineville Town Talk	38,201
Bogalusa News	9,554
Lafayette Advertiser	34,958
Lake Charles American Press	42,447
Maine	86,108
Bangor News	86,108
Maryland	68,532
Cumberland Times	37,518
Salisbury Times	31,014
Massachusetts	248,338
Brockton Enterprise & Times	60,053
Fall River Herald News	41,289
Framingham South Middlesex News	48,391
Lawrence Eagle Tribune	50,197
Lowell Sun	48,408
Michigan	670,324
Ann Arbor News	46,394
Battle Creek Enquirer and News	40,960
Bay City Times	43,745
Benton Harbor-St. Joseph Herald Palladium	35,258
Flint Journal	105,713
Jackson Citizen Patriot	41,540
Kalamazoo Gazette	65,615
Lansing-East Lansing State Journal	82,402
Muskegon Chronicle	47,229
Pontiac Oakland Press	71,260
Port Huron Times Herald	34,791
Saginaw News	55,417
Minnesota	63,331
Albert Lea Tribune	10,623
Mankato/Owatonna Free Press/People's Press	34,210
Winona News	18,498
Mississippi	190,115
Biloxi-Gulfport Sun Herald	40,835
Columbus Commercial Dispatch	13,545
Greenville Delta Democrat-Times	17,893
Hattiesburg American	25,783
Meridian Star	25,438
Natchez Democrat	14,430
Tupelo Journal	36,316
Vicksburg Post	15,875
Missouri	120,676
Cape Girardeau Southeast Missourian	17,772
Columbia Tribune	20,760
Jefferson City News & Tribune	21,689
Joplin Globe	43,368
Sedalia Democrat-Capital	17,087
Montana	106,046
Billings** Gazette	60,859
Great Falls Tribune	45,187
Nebraska	72,945
Beatrice Sun	11,001
Grand Island Independent	25,438
North Platte Telegraph	17,846
Scottsbluff Star-Herald	18,660
Nevada	134,767
Las Vegas Review-Journal	87,267
Reno Nevada State Journal	47,500
New Jersey	656,665
Asbury Park Press	142,200
Atlantic City Press	76,452
Camden Courier Post	124,701
New Brunswick Home News	72,182
Newton Herald	23,894
Passaic-Clifton/Dover Herald-News/Advance	79,433
Ridgewood/Paramus News/Post	25,296
Trenton Times-Advertiser	86,661
Woodbury Gloucester County Times	25,846
New Mexico	99,792
Carlsbad Current-Argus	8,492
Farmington Times	16,444
Gallup Independent	11,415
Hobbs News-Sun	11,482
Las Cruces Sun-News	15,528
Roswell Record	14,333
Santa Fe New Mexican	22,098
New York	535,041
Albany-Schenectady Knickerbocker News-Union Star	46,701
Auburn Citizen	16,865
Elmira Telegram	49,342
Jamestown Post-Journal	28,766
Niagara Falls Gazette	32,299
Poughkeepsie Journal	51,501
Saratoga Springs Saratogian	18,393
Troy Record	44,571
Utica Observer-Dispatch	55,270
Westchester/Rockland Group	191,333
North Carolina	343,561
Burlington Times-News	27,530
Concord Tribune	12,701
Durham Herald	58,035
Fayetteville Observer & Times	59,670
Gastonia Gazette	35,871
Goldsboro News-Argus	22,705
Greenville Reflector	15,457
High Point Enterprise	30,946

* Latest ABC or certified circulation.

** Billings Gazette, MT starts distribution June 1, 1980 (subject to change).

FAMILY WEEKLY CONTINUED

State/City Newspaper	Circulation*
Rocky Mount Telegram	13,778
Salisbury-Spencer-East Spencer Post	24,334
Wilmington Star-News	42,534
North Dakota	67,986
Grand Forks-East Grand Forks Herald	36,690
Minot News	31,296
Ohio	586,355
Ashtabula-Conneaut-Geneva-Painesville-Geauga The Sunday Paper	46,811
Athens Messenger	16,416
Canton Repository	80,686
Coshocton Tribune	9,203
Hamilton Journal-News	28,153
Ironton Tribune	9,739
Lima News	47,225
Lorain Journal	49,435
Mansfield News-Journal	49,744
Marion Star	19,412
Martins Ferry Times Leader	25,660
Middletown Journal	26,605
Newark Advocate	23,346
Sandusky Register	26,340
Steubenville Herald Star	23,304
Warren Tribune-Chronicle	45,243
Willoughby-Mentor News-Herald	35,674
Zanesville Times Recorder	23,359
Oklahoma	90,216
Bartlesville Examiner-Enterprise	14,791
McAlester News-Capital	12,012
Muskogee Phoenix & Times Democrat	24,164
Oklahoma City Journal	39,249
Oregon	144,473
Coos Bay-North Bend World	18,150
Klamath Falls Herald & News	18,603
Medford Mail Tribune	29,601
Roseburg News-Review	18,730
Salem Statesman-Journal	59,389
Pennsylvania	514,788
Altoona Mirror	35,298
Beaver-Rochester-Ambridge County Times	47,644
Bradford Era	12,906
Chester Delaware County Times	42,557
Clearfield-Curwensville Progress	18,181
Doylestown Intelligencer	25,254
Easton-Wilson Express	52,535
Greensburg Tribune-Review	62,888
Johnstown Tribune-Democrat	43,745
Lebanon News	29,264
Norristown Times Herald	30,486
Pottstown Mercury	30,378
Scranton Times	49,423
York Record	34,229
South Carolina	126,353
Anderson Independent Mail	46,320
Florence News	32,086
Spartanburg Herald-Journal	47,947
South Dakota	70,500
Aberdeen American News	23,546
Huron Plainsman	14,084
Rapid City Journal	32,870
Tennessee	259,761
Bristol Herald-Courier	37,039
Chattanooga News-Free Press	79,448
Clarksville Leaf-Chronicle	16,565
Jackson Sun	32,443
Johnson City Press-Chronicle	28,567
Kingsport Times-News	43,074
Morristown Citizen Tribune	22,625
Texas	961,270
Amarillo News-Globe	72,942
Baytown Sun	18,500
Bryan-College Station Eagle	19,186
Corpus Christi Caller	88,738
Denton Record-Chronicle	16,208
Freeport Brazosport Facts	19,144
Galveston News	27,823
Kilgore News Herald	6,642
Laredo Times	19,802
Lubbock Avalanche Journal	79,354
Lufkin News	15,361
Midland Reporter-Telegram	24,134
Odessa American	41,995
Plainview Herald	10,379
Port Arthur News	28,144
Rio Grande Valley Group-Brownsville Herald	16,252
Rio Grande Valley Group-Harlingen Valley Star	26,782
Rio Grande Valley Group-McAllen Monitor	29,419
San Angelo Standard-Times	42,182
San Antonio Express-News	183,865
Sherman Democrat	23,356
Texarkana Gazette	35,297
Texas City Sun	12,500
Tyler Courier-Times-Telegraph	44,628
Waco Tribune-Herald	58,637
Utah	90,087
Logan Herald-Journal	12,051
Ogden Standard-Examiner	49,420
Provo Herald	28,616
Vermont	42,338
Burlington Free Press	42,338
Virginia	164,261
Charlottesville Progress	30,054
Danville Register	23,041
Lynchburg News	39,660
Martinsville Bulletin	19,500
Petersburg Progress-Index	24,193
Staunton News-Leader	19,952
Suffolk News-Herald	7,861
Washington	305,327
Aberdeen World	19,552
Auburn-Kent-Renton News-Journal	31,690
Bellevue Journal American	28,623
Bellingham Herald	24,261
Bremerton Sun	35,250
Olympia Olympian	31,168
Pasco-Kennewick-Richland Tri-City Herald	39,730
Vancouver Columbian	47,416
Walla Walla Union Bulletin	16,712
Wenatchee World	30,925
West Virginia	184,907
Beckley Post Herald & Raleigh Register	33,838
Bluefield Telegraph	36,446
Huntington Herald-Dispatch	50,795
Morgantown Dominion Post	23,924
Parkersburg News	39,904

* Latest ABC or certified circulation.

FAMILY WEEKLY CONTINUED

State/City Newspaper	Circulation*
Wisconsin	264,822
Eau Claire Leader-Telegram	34,120
Fond Du Lac Reporter	22,671
Green Bay Press-Gazette	69,858
Kenosha News	31,991
La Crosse Tribune	35,962
Oshkosh Northwestern	29,759
Racine Journal Times	40,461
Wyoming	64,471
Casper Star-Tribune	36,939
Cheyenne Wyoming Tribune-Eagle	19,980
Rock Springs Rocket-Miner	7,552
Total 353 newspapers	12,223,751
Print order exceeds	13,200,000

FAMILY WEEKLY'S PAGE/CPM RATES

(Effective January 6, 1980)

	CPM open rates ($)		CPM special sections ($)	
Circ. (000)	1 Page 4/C	1 Page B/W	1 Page 4/C	1 Page B/W
Regionally				
1,000–1,499	14.47	12.71	—	—
1,500–1,999	13.04	11.45	—	—
2,000–2,499	11.85	10.41	—	—
2,500–2,999	10.87	9.55	—	—
3,000–3,999	10.07	8.84	—	—
4,000–4,999	9.41	8.26	—	—
5,000–5,999	8.88	7.80	7.81*	6.86*
6,000–7,499	8.46	7.43	7.44*	6.54*
7,500+	8.13	7.14	7.15*	6.28*
Nationally				
12,200	6.77	5.95	5.42**	4.76**

* 12% discount, minimum circulation 5,000,000.

** 20% discount.

NEWSPAPERS CARRYING PARADE AND THEIR CIRCULATIONS—BY TARGET GROUP

TARGET GROUP #1—NORTHEAST

City/ Newspaper	3/31/79 circulation
Albany Times-Union	150,036
Allentown Call-Chronicle/Reading Eagle	259,105
Baltimore News-American	231,225
Bergen County (NJ) Sunday Record	216,020
Binghamton News/Erie Times-News	174,922
Boston Sunday Globe	693,679
Bridgeport Sunday Post	92,621
Buffalo Courier-Express	257,219
Harrisburg Sunday Patriot News	155,997
Hartford Courant	288,186
Lancaster Sunday News	132,576
Manchester NH Sunday News, New Bedford/Cape Cod Standard Times	152,153
Middletown Record/Staten Island Advance	147,348
Newark (NJ) Sunday Star Ledger	571,665
New Haven Register	141,180
Philadelphia Sunday Bulletin	560,188
Portland (ME) Sunday Telegram	115,392
Scranton Scrantonian/Wilkes-Barre Sunday Independent	109,177
Springfield (MA) Republican	144,726
Syracuse Herald-American	235,592
Washington Post	822,133
Worcester Sunday Telegram	108,681
Total 22 units	5,759,821

TARGET GROUP #2—SOUTHEAST

City/ Newspaper	3/31/79 circulation
Asheville Citizen-Times/Charleston (SC) News & Courier	166,485
Augusta Chronicle Herald/Columbus Ledger-Enquirer/Macon Telegraph & News	236,554
Birmingham News	212,724
Charlotte Observer	238,627
Chattanooga Times/Knoxville News/Sentinel	216,420
Fort Lauderdale News & Sun Sentinel	178,135
Greensboro Daily News/Winston-Salem Journal & Sentinel	206,807
Greenville News-Piedmont	106,017
Huntsville Times/Montgomery Advertiser & Alabama Journal	131,787
Jackson Clarion Ledger & News/Monroe Morning World	166,484
Jacksonville Florida Times Union & Journal	198,440
Mobile/Pascagoula Press Register/Pensacola News-Journal	190,412
Nashville Tennessean	235,827
Newport News/Hampton Daily Press/Roanoke Times	216,082
Norfolk Virginian-Pilot	199,920
Orlando Sentinel Star	231,243
Richmond Times-Dispatch	216,250
St. Petersburg Times/Tampa Tribune & Times	499,186
Tallahassee Democrat	55,058
West Palm Beach Post-Times	131,820
Total 20 units	4,034,278

TARGET GROUP #3—SOUTH CENTRAL

City/ Newspaper	3/31/79 circulation
Albuquerque Journal/El Paso Times	213,383
Austin American-Statesman	136,474
Baton Rouge Sunday Advocate	111,431
Beaumont Enterprise-Journal	79,223
Colorado Springs Sun/Denver Rocky Mountain News	309,797
Dallas Times Herald/Fort Worth Star-Telegram	589,639
Houston Post	380,159
Little Rock Arkansas Gazette	160,911
Oklahoma City Sunday Oklahoman	289,126
St. Joseph News Press/Springfield (MO) News & Leader/Topeka Capital-Journal	211,071
St. Louis Post-Dispatch	436,930
San Antonio Light	186,129
Shreveport Times	126,214
Tulsa World	208,808
Wichita Eagle & Beacon	175,474
Total 15 units	3,614,769

PARADE CONTINUED

TARGET GROUP #4—NORTH CENTRAL

City/ Newspaper	3/31/79 circulation
Akron Beacon Journal	217,991
Appleton (WI) Post-Crescent/Duluth News Tribune/Fargo Forum	203,353
Cedar Rapids Gazette/Davenport Quad-City Times	158,481
Charleston (WV) Gazette Mail/Springfield (OH) News-Sun	150,467
Chicago Sun-Times	720,201
Dayton Daily News	219,702
Detroit Free Press	705,398
Evansville Sunday Courier & Press	117,767
Fort Wayne Journal-Gazette	103,421
Gary (IN) Post-Tribune	85,587
Grand Rapids Press	137,093
Lexington (KY) Herald Leader	104,819
Lincoln Journal & Star/Sioux City Journal/Sioux Falls Argus-Leader	175,412
Madison Wisconsin State Journal	127,598
Peoria Journal-Star/Springfield (IL) State Journal-Register	194,200
Pittsburgh Press	666,907
Rockford Sunday Register-Star	83,086
St. Paul Sunday Pioneer Press	244,719
South Bend Tribune	126,646
Wheeling Sunday News-Register	62,736
Youngstown Vindicator	150,376
Total 21 units	4,755,960

TARGET GROUP #5—WEST

City/ Newspaper	3/31/79 circulation
Bakersfield Californian/Santa Barbara News-Press	125,427
Boise Idaho Statesman	70,502
Eugene Register-Guard	67,148
Fresno Bee	148,705
Honolulu Star-Bulletin & Advertiser	204,589
Las Vegas Sun	46,556
Long Beach Independent Press-Telegram	134,146
Los Angeles Valley News/Pasadena Star-News	156,617
Modesto Bee/Santa Rosa Press Democrat/Stockton Record	191,212
Oakland Tribune	187,423
Portland Sunday Oregonian	415,358
Riverside Press Enterprise/San Bernardino Sun	195,640
Sacramento Bee	209,469
Salt Lake Tribune	179,549
San Diego Union	335,943
San Jose Mercury-News	261,660
Seattle Post-Intelligencer	231,367
Spokane Spokesman-Review	120,492
Tucson Arizona Daily Star	133,640
Yakima Sunday Herald-Republic	43,522
Total 20 units	3,458,965

PARADE'S TARGET GROUPS BY CPM

(effective January 6, 1980)

		Rates ($)		
Size	Lines	4/C	2/C	B/W
Full page	850	9.85	8.88	8.02
¾ page	638	8.17	7.13	6.11
7/10 page	595	7.72	6.70	5.71
⅗ page	510	6.77	5.87	4.88
½ page	425	5.87	4.99	4.09
⅖ page	340	4.94	4.16	3.32

NEWSPAPERS CARRYING METRO SUNDAY

(Locally edited)

City/ Newspaper	3/31/79 circulation
Akron Beacon Journal	217,991
Atlanta Journal & Constitution	514,561
Baltimore Sun	365,894
Boston Globe	693,679
Buffalo Courier Express	257,219
Buffalo News	156,600
Chicago Sun-Times	720,201
Chicago Tribune	1,157,870
Cincinnati Enquirer	289,575
Cleveland Plain Dealer	452,808
Columbus Dispatch	343,589
Dallas Morning News	345,618
Dallas Times Herald	339,787
Denver Post	357,047
Des Moines Register	406,842

City/ Newspaper	3/31/79 circulation
Detroit Free Press	705,398
Detroit News	828,052
Hartford Courant	288,186
Houston Chronicle	426,685
Indianapolis Star	355,622
Kansas City Star	408,007
Louisville Courier-Journal & Times	335,604
Memphis Commercial Appeal	287,999
Miami Herald	573,879
Milwaukee Journal	532,638
Minneapolis Tribune	608,550
New Orleans Times-Picayune	321,543
New York News (Full Run)	2,328,479
New York News (City and Suburban)	1,982,745
Omaha World-Herald	278,541

METRO SUNDAY CONTINUED

City/ Newspaper	3/31/79 circulation
Philadelphia Bulletin	560,188
Philadelphia Inquirer	848,592
Phoenix Arizona Republic	393,396
Pittsburgh Press	666,907
Providence Journal	224,305
Rochester Democrat & Chronicle	231,684
St. Louis Globe-Democrat	270,036
St. Louis Post-Dispatch	436,930
San Jose Mercury-News	261,660
Seattle Times	348,333
Syracuse Herald-American/Post-Standard	235,592
Toledo Blade	208,867
Washington Post	822,133
Washington Star	316,608
Total 43 Papers (N.Y. News Full Run)	20,723,695
Total 36 Papers	
Max. Circ. in 2-Paper Cities N.Y. News (Full Run)	17,654,877
Max. Circ. in 2-Paper Cities N.Y. News (City & Suburban)	17,309,143
Selectives:	
Los Angeles Valley News	107,704
Newport News-Hampton Press	100,072
Orlando Sentinel Star	231,243
St. Petersburg Times	270,926

City/ Newspaper	3/31/79 circulation
Salt Lake City Tribune	179,549
Seattle Post-Intelligencer	231,367
Spokane Spokesman-Review	120,492
Tacoma News Tribune	107,990
Total 51 Papers (N.Y. News Full Run)	22,073,038

METRO SUNDAY'S RATES

(effective January 1980)

Buys	3/31/79 circulation	Page rate ($) 4/C	B/W
51 papers—43 cities (N.Y. News full run)	22,073,038	188,013	154,364
43 papers—36 cities (N.Y. News full run)	20,723,695	175,745	144,971
36 papers—36 cities (Max. circ.—N.Y. News full run)	17,654,877	149,003	122,823
36 papers—36 cities (Max. circ.—N.Y. News C&S)	17,309,143	147,246	121,263

NEWSPAPERS CARRYING ALL IN STYLE

All In Style is a special interest weekend magazine edited for women in the 25-40 year age bracket. While its major thrust is fashion and beauty, editorial also includes material on travel, food, wine, liquor and other elements which comprise contemporary living. Owned by East/West Network, All In Style is distributed monthly through Sunday newspapers to top demographic homes in 14 cities. Below are the distributing newspapers with circulation and rates.

Newspaper	Circulation
Atlanta Constitution	50,000
Boston Globe	100,000
Chicago Tribune	255,000
Dallas Times Herald	75,000
Detroit News	75,000
Houston Post	100,000
Los Angeles Herald Examiner	85,000
Beverly Hills Courier	30,000
Orange County Register	82,000
Valley News	33,000
Pasadena Star News	20,000
Philadelphia Inquirer	100,000
San Jose Mercury News	50,000
Washington Post	170,000
Total	1,225,000

RATES/CPM

	Page rate ($)	CPM ($)
4/Color	19,200	16.00
B/W	14,405	12.00

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NATIONALLY SYNDICATED COMICS

NEWSPAPERS CARRYING METRO SUNDAY COMICS

BASIC NETWORK

City/ Newspaper	3/31/79 circulation
Akron Beacon Journal	217,991
Atlanta Journal & Constitution	514,561
Baltimore Sun	365,894
Boston Globe	693,679
Buffalo Courier-Express	257,219
Chicago Tribune	1,157,870
Cincinnati Enquirer	289,575
Cleveland Plain Dealer	452,808
Columbus Dispatch	343,589
Dallas Morning News	345,618
Denver Post	357,047
Des Moines Register	406,842
Detroit News	828,052
Fort Lauderdale News & Sun Sentinel (Tab)	178,135
Fort Wayne Journal Gazette-News Sentinel	175,649
Fort Wayne Journal Gazette	103,421
Fresno Bee	148,705
Grand Rapids Press	137,093
Houston Chronicle	426,685
Indianapolis Star	355,622
Muncie Star	33,488
Jacksonville Florida Times-Union	198,440
Los Angeles Valley News	107,704
Louisville Courier-Journal & Times	335,604
Memphis Commercial Appeal	287,999
Miami Herald	573,879
Milwaukee Journal	532,638
Minneapolis Tribune	608,550
Nashville Tennessean	240,000†
New York News (Full Run-Tab)	2,328,479
(City & Suburban-Tab)	1,982,745

City/ Newspaper	3/31/79 circulation
Norfolk Virginian Pilot & Portsmouth Star	199,920
Oklahoma City Sunday Oklahoman	289,126
Omaha World-Herald	278,541
Orlando Sentinel	231,243
Peoria Journal Star	119,937
Philadelphia Inquirer	848,592
Phoenix Arizona Republic	393,396
Pittsburgh Press	666,907
Providence Journal	224,305
Richmond Times-Dispatch	216,250
Sacramento Bee	209,469
Modesto Bee	68,092
St. Louis Post-Dispatch	436,930
St. Paul Pioneer Press	244,719
St. Petersburg Times	270,926
Salt Lake City Tribune	179,549
San Antonio Express-News (Tab)	183,865
San Diego Union	335,943
San Jose Mercury-News	261,660
Seattle Times	348,333
Spokane Spokesman-Review	120,492
Springfield Republican	144,726
Tacoma News-Tribune	107,990
Tampa Tribune-Times	228,260
Tucson Star (Sun.)	133,640
Tulsa World	208,808
Washington Star-News, D.C.	316,608
Wichita Eagle & Beacon	175,474
Worcester Sunday Telegram	108,681

†Not an ABC audit.

METRO SUNDAY COMICS RATES

(effective January, 1980)

		Rates ($)				
Network	3/31/79 circulation	¼ page	⅓ page	½ page	⅔ page	one page
Basic network - 59 newspapers (Incl. NY News FR comb. Ft. Wayne)	20,451,797	59,547	86,895	112,155	139,622	170,986
Basic network - 58 newspapers Less Ft. Wayne News Sentinel (incl. NY News FR)	20,379,569	59,356	86,620	111,799	139,164	170,409
Basic network - 59 newspapers (Incl. NY News C&S-comb. Ft. Wayne)	20,106,063	58,486	85,202	110,038	137,505	168,869
Basic network - 58 newspapers Less Ft. Wayne News Sentinel (incl. NY News C&S)	20,033,835	58,295	84,927	109,682	137,047	168,292
Total selective - 28 newspapers	1,785,112	6,130	9,784	13,222	16,855	22,287
Total network - 87 newspapers NY News FR, Ft. Wayne comb. Basic & Selective newspapers	22,236,909	65,677	96,679	125,377	156,477	193,273

METRO SUNDAY COMICS CONTINUED

SELECTIVE MEMBERS

City/ Newspaper	3/31/79 circulation
Ann Arbor News	46,130
Bangor News	80,591
Battle Creek Enquirer & News	40,960
Bay City Times	43,081
Binghamton Press (Tab)	82,985
Boise Idaho Statesman	70,502
Burlington (VT) Free Press (Tab)	41,463
Charleston News & Courier	97,215
Costa Mesa Orange Coast Pilot	44,586
Elmira Telegram (Tab)	49,119
Great Falls Tribune	44,497
Jackson (MI) Citizen Patriot	41,146
Jackson (TN) Sun	32,830
Lansing State Journal	82,425

City/ Newspaper	3/31/79 circulation
Little Rock Arkansas Democrat	99,512
Muskegon Chronicle	46,589
Pensacola News Journal	71,335
Port Huron Times Herald	34,724
Rapid City Journal	33,100
Rochester Democrat & Chronicle	231,684
Saginaw News	55,037
Salem Statesman Journal	58,379
Santa Rosa Press Democrat	66,349
Sioux Falls Argus-Leader	54,380
Tallahassee Democrat	55,058
Troy Record	44,915
Tucson Citizen (Sat.)	66,940
Waterbury Republican	69,580

NEWSPAPERS CARRYING PUCK, THE COMIC WEEKLY

NATIONAL NETWORK

City/ Newspaper	3/31/79 circulation
Albany Times Union	150,036
Albuquerque Journal	123,528
Allentown Call-Chronicle	158,711
Baltimore News American	231,225
Bergen County NJ Record	216,020
Birmingham News & Huntsville Times	269,587
Boston Herald American	351,692
Buffalo News	156,600
Canton Repository	80,116
Charleston (WV) Gazette-Mail	106,822
Charlotte Observer	238,627
Chicago Sun-Times	720,201
Columbia (SC) State	122,233
Dallas Times Herald	339,787
Dayton News	219,702
Denver Rocky Mountain News	285,109
Detroit Free Press	705,398
Evansville Courier and Press	117,767
Fort Worth Star-Telegram	249,852
Gary Post-Tribune/Hammond Times	158,508
Greenville (SC) News-Piedmont	106,017
Harrisburg Patriot-News	155,997
Hartford Courant	288,186
Honolulu Star Bulletin & Advertiser	204,589
Houston Post	380,159
Jackson (MS) Clarion-Ledger & News	115,772
Knoxville News-Sentinel	158,740
Little Rock Arkansas Gazette	160,911

City/ Newspaper	3/31/79 circulation
Long Beach Independent Press Telegram & Pasadena Star News	183,059
Los Angeles Herald Examiner	319,659
Madison Wisconsin State Journal	127,598
Mobile Press Register	96,570
Newark Star-Ledger	571,665
New Haven Register	141,180
New Orleans Times-Picayune	321,543
Newsday (Long Island)	563,916
Oakland Tribune	187,423
Orange County (Santa Ana) Register	243,274
Philadelphia Bulletin	560,188
Portland Oregonian	415,358
Raleigh News & Observer	161,536
Riverside Press-Enterprise/San Bernardino Sun-Telegram	195,640
St. Louis Globe-Democrat	270,036
San Antonio Light	86,129
San Francisco Examiner & Chronicle	670,100
Seattle Post Intelligencer	231,367
Shreveport Times	126,214
Staten Island (NY) Advance	80,589
Syracuse Herald-American Post Standard	235,592
Toledo Blade	208,867
Trenton Times-Advertiser	87,290
Washington Post	822,133
Youngstown Vindicator	150,376
Total 57 newspapers	13,724,427

AMERICAN NETWORK

City/ Newspaper	3/31/79 circulation
Abilene Reporter-News	54,814
Amarillo News-Globe	72,959
Anderson (SC) Ind. Mail	46,617
Appleton/Neenah Post Crescent	58,748
Asbury Park Press	136,174
Augusta Chronicle-Herald	80,173
Austin American Statesman	136,474
Bakersfield Californian	73,520
Beaumont Enterprise Journal	79,223
Camden Courier Post	100,000

City/ Newspaper	3/31/79 circulation
Cedar Rapids Gazette	76,856
Charlotte News	52,979
Chattanooga Times	57,680
Colorado Springs Gazette-Telegraph	78,265
Columbus (GA) Ledger-Enquirer	68,942
Corpus Christi Caller	88,634
Davenport Quad-City Times	81,625
Dayton Journal-Herald	100,703
Duluth News-Tribune	82,700
Easton Express	53,000

PUCK AMERICAN NETWORK CONTINUED

City/ Newspaper	3/31/79 circulation
El Paso Times	89,855
Erie Times-News	91,937
Fargo Forum	61,905
Green Bay Press Gazette	69,863
La Crosse Tribune	35,902
Las Vegas Review-Journal	85,628
Lexington Herald-Leader	104,819
Lincoln Journal-Star	70,675
Longview Journal News	35,393
Lubbock Avalanche-Journal	79,354
Macon Telegraph & News	87,439
Moline Dispatch/Rock Island Argus	60,265
Newport News/Hampton Press	100,072
Orange County (Anaheim) Bulletin	14,514
Oxnard Press-Courier	21,310
Pomona Progress Bulletin/Ontario-Upland Report	76,898
Port Arthur News	28,144
Portland (ME) Telegram	115,392
Racine Journal Times	40,461
Reading Eagle	100,394
Reno Nevada Gazette-Journal	47,069
Roanoke Times	116,010
Rockford (IL) Register-Star	83,086
Sacramento Union	110,869
San Angelo Standard-Times	42,503
San Gabriel Valley Tribune	69,841
Santa Barbara News-Press	51,906
Savannah News Press	72,714
Scranton Scrantonian	50,336
Scranton Times	49,834
South Bend Tribune	126,646
Springfield (IL) State Journal-Register	74,263
Springfield (OH) News-Sun	43,645
Stockton Record	56,771
Topeka Capital Journal	74,212
Torrance/San Pedro South Bay Breeze	95,516
Ventura Star-Free Press/Thousand Oaks News Chronicle	60,480
Waco Tribune-Herald	58,517
Wheeling (WV) News Register/Parkersburg News	102,704
Wichita Falls Times	46,433
Williamsport (PA) Grit	38,735
Wilmington (DE) News Journal	103,465
Yakima (WA) Herald-Republic	43,522
Total 67 newspapers	4,569,354

PACIFIC GROUP

Honolulu Star-Bulletin & Advertiser
Long Beach Independent-Press Telegram
Los Angeles Herald-Examiner
Oakland Tribune
Orange County (Santa Ana) Register
Pasadena Star-News
Portland Oregonian
Riverside Press-Enterprise
San Bernardino Sun-Telegram
San Francisco Examiner & Chronicle
Seattle Post-Intelligencer

11 newspapers 2,650,469 circulation

CALIFORNIA/NEVADA/WASHINGTON GROUP

Bakersfield Californian
Las Vegas Review Journal
Ontario/Upland Report
Orange County (Anaheim) Bulletin
Oxnard Press Courier
Pomona Progress-Bulletin
Reno Nevada Gazette-Journal
Sacramento Union
San Gabriel Valley Tribune
Santa Barbara News Press
Stockton Record
Thousand Oaks News Chronicle
Torrance/San Pedro South Bay Breeze
Ventura Star-Free Press
Yakima Herald-Republic

15 newspapers 807,845 circulation

TEXAS GROUP

Big Spring Herald
Bryan/College Station Eagle
Commerce Journal
Corsicana Sun
Denison Herald
Greenville Herald Banner
Huntsville Item
Marshall News Messenger
Paris News
Lufkin News
Russellville Courier Democrat

11 newspapers 133,483 circulation

WESTCHESTER COUNTY GROUP

(Westchester Rockland Newspapers)

Yonkers Herald Statesman
Mount Vernon Argus
New Rochelle Standard-Star
Port Chester Item
Peekskill Star
Mamaroneck Times
Tarrytown News
Ossining Citizen-Register
Nyack (Rockland) Journal News
White Plains Reporter Dispatch

10 newspapers 198,000 circulation (Publishers guaranteed)

RATES FOR PUCK

		Rates ($)				
Network/Group	3/31/79 circulation	⅙ page	⅓ page	½ page	⅔ page	Full page
National	13,724,427	37,789	63,712	84,174	108,845	142,310
American	4,569,354	11,203	19,950	27,400	35,571	49,427
Pacific	2,650,469	7,249	13,023	16,600	21,436	28,410
California/Nevada/Washington	807,845	1,679	2,960	4,138	6,213	9,618
Texas	133,483	720	1,123	1,640	2,058	2,730
Westchester County	198,000*	—	576†	692†	922†	1,153†

*Publisher's guaranteed †Tabloid

TEST TARGET PLANS

Discounts may be applied to individual newspaper listings on a selective marketing basis, according to the following: 4-9 newspapers = 4%; 10-29 = 8%; 30-39 = 11%; 40 or more papers = 15%.

SECTION 8

REACH & FREQUENCY

The pages that follow present a quick reference for estimating the combined net reach of newspapers in multi-paper markets. Because each market is different, these tables cannot replace actual duplication studies but serve only to estimate net reach of newspapers for which such studies are not available.

The accompanying tables from the Newspaper Advertising Bureau will enable you to estimate the reach and frequency generated by advertising run in several issues of a single newspaper, a single issue of several papers and several issues of several papers.

REACH AND FREQUENCY

THE following is a guide to estimating newspaper reach and frequency.

Reach and frequency estimates answer two key questions for the media planner: *How many?* and *how often?*

"Reach" is an estimate of net audience. It is the number of *different* households (or people, or women, etc.) exposed to media carrying an advertising campaign. "Frequency" is an estimate of number of exposures received by the average member of this campaign audience.

A newspaper's "coverage" is the equivalent of a household-reach estimate. Coverage is the ratio of circulation to households within a defined area. It is for all practical purposes a net figure since very few households receive more than one copy of the same issue of a newspaper. When several issues of a single paper are used, reach increases through the addition of occasional-reading households.

When several papers are used, reach again increases, but it is substantially smaller than the sum of each newspaper's coverage because many households take more than one newspaper. As a general rule, this audience overlap is smallest for papers published in the same time period (two morning papers in a market) and greatest for papers published in different periods (e.g. a morning and an evening paper in a market).

The accompanying tables from the Newspaper Advertising Bureau will enable you to estimate the reach and frequency generated by advertising run in:

- Several issues of a single paper (Table A).
- A single issue of several papers (Tables B and C).
- Several issues of several papers (Tables A, B, C).

One caution: reach and frequency estimates must be constructed from comparable data. For example, you can combine newspaper coverage data for only the same population group (households, men, etc.) and only the same geographic area (Pittsburgh SMSA, Chicago ADI, etc.).

How to use Table A

To estimate the reach and frequency of several issues of a single newspaper:

1. Calculate the percent reach of the newspaper by dividing the circulation within the market by the number of households in the market. (This is the same as the paper's "coverage.")
2. Locate this value in the column headed "One" in Table A.
3. Read over the appropriate column for the number of issues used. That value is the estimated household reach of that number of issues.
4. Multiply the single issue reach by the number of issues used. This will give you the gross household coverage for those issues. Divide this number by the estimated reach. The result is the estimated frequency.

For example, Newspaper A has a single issue household reach (coverage) of 40%. What is the household reach of four issues of this newspaper? What is the average frequency?

- To estimate reach, locate 40% in column 1. Read over column 4. The estimated reach is 52%.

TABLE A – REACH OF SEVERAL ISSUES OF A SINGLE NEWSPAPER

Number of issues				
One	**Two**	**Three**	**Four**	**Five**
25%	29%	31%	33%	34%
35	41	44	46	47
40	46	50	52	54
45	52	56	58	60
50	58	62	65	66
55	64	68	71	73
60	70	74	77	79
65	75	80	83	85

TABLE B – REACH OF SEVERAL MORNING OR SEVERAL EVENING NEWSPAPERS

First paper	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	55%	60%	65%	70%	75%	80%
80%	80.5%	83.0%	85.5%	88.5%	91.0%	94.0%	96.5%	99.0%	99.0%	99.0%	99.0%	99.0%	99.0%	99.0%	99.0%	99.0%
75	75.5	78.0	81.0	84.0	86.5	89.5	92.5	95.5	98.5	99.0	99.0	99.0	99.0	99.0	99.0	99.0
70	70.5	73.5	76.5	79.5	82.5	85.5	88.5	91.5	94.5	97.5	99.0	99.0	99.0	99.0	99.0	99.0
65	65.5	68.5	71.5	75.0	78.5	81.5	84.5	88.0	91.0	94.0	97.5	99.0	99.0	99.0	99.0	99.0
60	60.5	63.5	67.0	70.5	74.0	77.0	80.5	84.0	87.0	90.5	94.0	97.0	99.0	99.0	99.0	99.0
55	55.5	59.0	62.5	66.0	69.5	73.0	76.5	80.0	83.5	87.0	90.5	94.0	97.5	99.0	99.0	99.0
50	51.0	54.5	58.0	61.5	65.0	68.5	72.5	76.0	79.5	83.5	87.0	90.5	94.0	97.5	99.0	99.0
45	46.0	49.5	53.0	57.0	60.5	64.5	68.5	72.0	75.5	79.5	83.5	87.0	91.0	94.5	98.5	99.0
40	41.0	44.5	48.5	52.5	56.5	60.5	64.5	68.0	72.0	76.0	80.0	84.0	88.0	91.5	95.5	99.0
35	36.0	40.0	44.0	48.0	52.0	56.5	60.5	64.5	68.5	72.5	76.5	80.5	84.5	88.5	92.5	96.5
30	31.5	35.5	39.5	43.5	48.0	52.5	56.5	60.5	64.5	68.5	73.0	77.0	81.5	85.5	89.5	94.0
25	26.5	30.5	35.0	39.5	43.5	48.0	52.0	56.5	60.5	65.0	69.5	74.0	78.5	82.5	86.5	91.0
20	21.5	26.0	30.5	35.0	39.5	43.5	48.0	52.5	57.0	61.5	66.0	70.5	75.0	79.5	84.0	88.5
15	16.5	21.0	25.5	30.5	35.0	39.5	44.0	48.5	53.0	58.0	62.5	67.0	71.5	76.5	81.0	85.5
10	12.0	16.5	21.0	26.0	30.5	35.5	40.0	44.5	49.5	54.5	59.0	63.5	68.5	73.5	78.0	83.0
5	7.0	12.0	16.5	21.5	26.5	31.5	36.0	41.0	46.0	51.0	55.5	60.5	65.5	70.5	75.5	80.5

- To estimate frequency, multiply 40% by 4. Divide the product, 160% by 52%. The estimated frequency is 3.08.

How to use Tables B and C

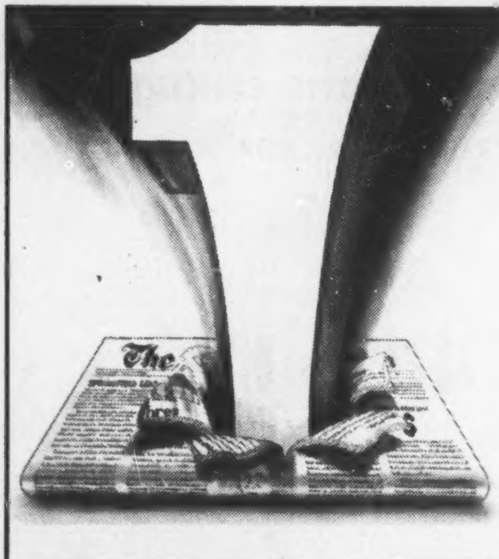
To estimate the reach and frequency of several morning or several evening newspapers:

1. Calculate the percent reach of the newspaper by dividing the circulation within the market by the number of households in the market. (This is the same as the newspaper's "coverage." If more than one issue of a paper is used, calculate the several issue reach using Table A.)
2. If more than one morning paper is used, locate the intersect of each paper's reach on Table B. This is their combined reach. (For example, the combined reach of two morning newspapers each with a reach of 40% is 68%.)
3. If more than one evening paper is used, locate the intersect of each paper's reach on Table B. This is their combined reach.
4. If morning and evening papers are used, locate the intersect of each paper's reach on Table C. This is their combined reach.
5. If several morning and evening papers are used, calculate the reach of each group separately using Table B. Then combine the reach of each group using Table C.
6. To estimate average frequency, total the coverage for each newspaper issue in the schedule. Divide this by the estimated reach to determine the corresponding frequency.

Reach and frequency can be estimated for readers in a similar fashion by using the per-issue audience reach in place of the household reach figure. ■

TABLE C – REACH OF MORNING AND EVENING NEWSPAPERS COMBINED

Morning paper(s)	Evening paper(s)															
	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	55%	60%	65%	70%	75%	80%
80%	80.5%	82.0%	83.5%	85.0%	86.5%	88.0%	89.5%	91.0%	92.5%	94.0%	95.5%	97.0%	98.5%	99.0%	99.0%	99.0%
75	75.5	77.0	79.0	80.5	82.0	84.0	85.5	87.5	89.5	91.0	93.0	94.5	96.5	98.0	99.0	99.0
70	70.5	72.5	74.5	76.0	78.0	80.0	82.0	84.0	86.0	88.0	90.0	92.0	94.0	96.0	98.0	99.0
65	65.5	67.5	70.0	72.0	74.0	76.0	78.5	80.5	83.0	85.0	87.5	89.5	92.0	94.0	96.5	98.5
60	60.5	63.0	65.5	67.5	70.0	72.5	75.0	77.5	80.0	82.5	85.0	87.5	89.5	92.0	94.5	97.0
55	55.5	58.0	61.0	63.5	66.0	68.5	71.5	74.0	77.0	79.5	82.5	85.0	87.5	90.0	93.0	95.5
50	50.5	53.5	56.5	59.5	62.5	65.0	68.0	71.0	74.0	77.0	79.5	82.5	85.0	88.0	91.0	94.0
45	46.0	49.0	52.0	55.5	58.5	61.5	64.5	67.5	71.0	74.0	77.0	80.0	83.0	86.0	89.5	92.5
40	41.0	44.0	47.5	51.0	54.5	57.5	61.0	64.5	67.5	71.0	74.0	77.5	80.5	84.0	87.5	91.0
35	36.0	39.5	43.0	47.0	50.5	54.0	57.5	61.0	64.5	68.0	71.5	75.0	78.5	82.0	85.5	89.5
30	31.0	35.0	38.5	42.5	46.5	50.5	54.0	57.5	61.5	65.0	68.5	72.5	76.0	80.0	84.0	88.0
25	26.5	30.5	34.5	38.5	42.5	46.5	50.5	54.5	58.5	62.5	66.0	70.0	74.0	78.0	82.0	86.5
20	21.5	26.0	30.5	34.5	38.5	42.5	47.0	51.0	55.5	59.5	63.5	67.5	72.0	76.0	80.5	85.0
15	17.0	21.5	26.0	30.5	34.5	38.5	43.0	47.5	52.0	56.5	61.0	65.5	70.0	74.5	79.0	83.5
10	12.5	17.0	21.5	26.0	30.5	35.0	39.5	44.0	49.0	53.5	58.0	63.0	67.5	72.5	77.0	82.0
5	8.0	12.5	17.0	21.5	26.5	31.0	36.0	41.0	46.0	50.5	55.5	60.5	65.5	70.5	75.5	80.5



We're Number One

Number 1 in ADI penetration in all of New England*. No one else even comes close. The Springfield Newspapers enter 64.5% of the homes in the market. What's more, we reach 85% of the SMSA at a startling low CPM. No other newspaper in New England penetrates the ADI the way we do. We're number one.

Newhouse Newspapers

SPRINGFIELD NEWSPAPERS

Largest in Massachusetts Outside Boston.

*Source: NCA

there is only **ONE SOURCE** for standardized data on **ADVERTISING LINAGE AND DOLLAR INVESTMENTS** in newspapers!

MEDIA RECORDS "GREEN BOOK" (QUARTERLY)

COMPETITIVE EXPENDITURES OF OVER 5000 ADVERTISERS BY BRAND OR SERVICE/MARKET/NEWSPAPER/MONTH/QUARTER/YEAR-TO-DATE

Includes all National (General and Automotive) advertisers with a minimum of $15,000 investment in newspaper advertising. Three dollar figures are shown — Total investments (as measured), Total investment excluding supplements (as measured), Total investment excluding supplements (projected to 125 market level). National brands are broken down by 120 Standard Industrial Classifications (SIC) for compatibility with advertiser and agency usage. Automotive advertisers are shown under 10 separate classifications.

MEDIA RECORDS "COMMODITY LINAGE BREAKDOWN" OF DEPARTMENT AND MAJOR MERCHANDISE STORE ADVERTISING (MONTHLY)

Data reported by 84 National Retail Merchants Association (NRMA) commodity classifications (store departments). Totals shown by newspaper, by individual store advertisers and by commodity classification. Essential data for accurate "share of market" or by commodity line/products.

MEDIA RECORDS "RETAIL MAJOR MERCHANDISERS" (SEMI-ANNUALLY)

COMPETITIVE LINAGE OF OVER 3000 RETAIL ADVERTISERS DETAILED BY TYPE OF STORE/MARKET/NEWSPAPER/QUARTER/YEAR-TO-DATE.

Account linage shown under appropriate classification; including Apparel & Accessory Stores, Department Stores, Drug Stores, Fast Food Chains & Restaurants, Food Stores, Furniture & Appliance Stores, General Merchandise Stores, Jewelry Stores, Radio-TV-Phonograph-Record Stores, Shoe Stores, Sporting Goods Stores and others. Linage includes all newspaper advertising such as preprints, inserts, part run/zone and special sections.

OTHER MEDIA RECORDS PUBLICATIONS AND REPORTS

BLUE BOOK, FINANCIAL ADVERTISING, NATIONAL ADVERTISING INVESTMENTS, QUANTITATIVE ANALYSIS, TREND CHART, ROP COLOR, COLOR COMIC.

For information on our service contact:

MEDIA RECORDS INC.
370 Seventh Avenue • New York, N. Y. 10001
Phone: (212) 736-7490

SECTION 9

REPS & SERVICES

Never underestimate the power—and the helpfulness—of the reps. They are the essential link in media planning for use of newspapers as well as other media.

The listings on the next pages are set up for ready reference in alphabetical order, with principal offices included.

Reps should be brought into the act early in the planning of local market programs. They are able to secure valuable market as well as newspaper coverage data that can be very helpful in setting distribution plans in addition to advertising plans. And they will be able to do a better job of guiding the execution of newspaper buys if they are involved right at the start.

The reps should also be included in the follow-up of newspaper usage to make sure that position requests, timing and other essential coordination factors are properly handled.

The other listing in this section, of services of a different kind, is also a valuable quick reference to a variety of organizations that can be helpful to media planners at all stages of the planning cycle.

Pages 358-363—National rep firms.

Pages 364-367—Services and associations helpful to the newspaper planner.

NATIONAL NEWSPAPER REPRESENTATIVES

Amalgamated Publishers

New York 10036
45 W. 45 St.
S. Robert Jackson, gen'l sales mgr.
(212) 489-1220
Chicago 60616
2400 S. Michigan Ave.
Larry Hovell, acct. exec.
(312) 842-0200

Arkansas Dailies

Dallas 75201
960 Hartford Bldg.
Sam W. Papert, pres.
(214) 747-2474
New York 10017
60 E. 42 St.
David W. Connor, mgr.
(212) 687-4750
Chicago 60611
400 N. Michigan Ave.
Ken Brown, mgr.
(312) 822-9116
Detroit 48226
1276 City National Bank Bldg.
Ray Spencer, mgr.
(313) 965-2895
Kansas City (Prairie Village, KS 66208)
7501 Mission Rd.
Robert Linton, mgr.
(913) 648-1773
Los Angeles (Van Nuys, CA 91401)
5430 Van Nuys Blvd.
John Daly, mgr.
(213) 990-3475
San Francisco 94104
155 Montgomery St.
Phil Arnot, mgr.
(415) 982-3947
Memphis 38104
2158 Union Ave. Bldg.
George Wilson, mgr.
(901) 278-5390
New Orleans (Metairie, LA 70001)
1912 Clearview Pkwy.
Ron Kogos, mgr.
(504) 455-2417
St. Louis 63124
10110 Ingleside Dr.
Jim Wright, mgr.
(314) 965-2895

American Newspaper Representatives

New York 10017
501 Fifth Ave.
Vincent Casamassa, sales mgr. (northeast)
(212) 522-4600
Brooklyn, NY 11201
186 Joralemon St.
Joseph J. Amodeo, exec. vp
(212) 522-4600
Atlanta 30309
1075 Spring St., NW
Robert E. Redmond, sales mgr. (southeast)
(404) 872-6406
Chicago 60611
333 N. Michigan Ave.
Judith F. Sandlin, sales mgr. (south central)
(312) 346-2214
Detroit 48226
2000 Industrial Bldg.
C. Randall Choate, vp-sales
(313) 961-7265
Minneapolis 55402
84 S. Sixth St.
Richard Rummel, sales mgr. (north central)
(612) 332-8686
San Francisco 94104
41 Sutter St.
Jack A. Baker, sales mgr. (western)
(415) 362-3408

Branham Newspaper Sales

New York 10017
733 Third Ave.
Francis J. Stapleton, pres.
C.D. Joseph Lafferty, exec. vp-mktg.
James Cuniff, exec. vp-retail
Harold A. Lessersohn, sales mgr. (national)
Ray Andolsek, sales mgr. (west/central, east)
Richard P. Ross, sales mgr. (south)
(212) 490-1200
Atlanta 30326
335 Lenox Towers,
3400 Peachtree Rd. NE
Brendt DeMetrotion, asst. reg. mgr.
(404) 233-6708
Boston (Braintree, MA 02184)
161 Forbes Rd.
Charles Touhey, mgr.
(617) 843-2308
Charlotte, NC 28209
1515 Mockingbird Lane
John M. Harrison, mgr.
(704) 527-4435
Chicago 60611
444 N. Michigan Ave.
Frank Gurda, exec. vp-mgr.
John R. Finkler, mgr.
Nelson Hurst, mgr. (west/central, east)
Rex Wheeler, mgr. (south)
(312) 321-0321
Dallas 75240
6350 LBJ Freeway
Donald Waddington, exec. vp
David Tobey, mgr.
(214) 661-8683
Denver 80211
4785 Tejon St.
Robert Touchberry, mgr.
(303) 458-5661
Detroit (Southfield, MI 48075)
17117 W. 9-Mile Rd.
Norm Richards, mgr.
(313) 559-9860
Kansas City, MO 64105
1012 Baltimore Ave.
David L. Huncke, mgr.
(816) 471-4655
Los Angeles 90010
4311 Wilshire Blvd.
Robert J. Simon, mgr.
William K. Stubblefield, asst. reg. mgr.
(213) 937-1930
Miami (Hialeah, FL 33014)
PO Box 4542
John J. Kelley
(305) 557-0781
Minneapolis 55402
2140 Dain Tower
Harold Quinn, mgr.
(612) 333-4062
Omaha 68106
7101 Mercy Rd.
Ray Turnquist, mgr.
(402) 397-8818
Phila. (Bala-Cynwyd, PA 19004)
GSB Bldg., Suite 713
John Carr, mgr.
(215) 839-0720
Portland, OR 97221
2035 SW 58 Ave.
Kenneth L. Swenson, mgr.
(503) 292-8811
San Francisco 94105
625 Market St.
Robert Erickson, exec. vp-mgr.
John Fitting, mgr.
(415) 391-5828
Seattle 98109
No. 10 Harrison, Rm. 200
William Black, mgr.
(206) 284-0256

California Newspaper Markets

San Francisco (Burlingame 94010)
Paul Anglade, pres.
Daniel J. Long, vp
PO Box 1427
1450 Chapin Ave.
(415) 342-9438

Chicago Sun-Times

Chicago 60611
401 N. Wabash Ave.
Robert R. Reese, vp-adv. dir.
(312) 321-3000
New York 10020
1271 Avenue of the Americas
Gerald McCarthy, mgr.
(212) 397-2900
Detroit 48226
155 W. Congress St.
J. E. Rosch, mgr.
(313) 965-6976
Miami Beach 33154
1025 Kane Concourse
Robert Henderson, mgr.
(305) 864-2877
Los Angeles 90036
5670 Wilshire Blvd.
William Beaty, mgr.
(213) 933-7571
Atlanta 30303
3400 Peachtree Rd NE
Thomas Kaleta, mgr.
(404) 237-9559

Chicago Tribune Newspapers

Chicago 60611
435 N. Michigan Ave.
Vincent Riordan, mgr. display adv.
(312) 222-3250
Detroit (Southfield, MI 48075)
503 Northland Towers W.
Vincent P. Walker, mgr.
(313) 569-0464
New York 10017
220 E. 42 St., Suite 2708
David G. Ferm, mgr.
(212) 682-3033
Miami 33131
200 SE First St., Suite 906
Barry T. Werblow, mgr.
(305) 377-8006
Los Angeles 90036
Western States Associates
5455 Wilshire Blvd.
James K. Weaver, mgr.
(213) 933-5623
San Francisco 94104
Western States Associates
110 Sutter St.
James Stanley, mgr.
(415) 421-7946
Dallas 75206
8150 N. Central Expwy.
Campbell Center, Suite 995
Thomas E. Stansfield
(214) 363-5044

Cresmer, Woodward, O'Mara & Ormsbee

New York 10017
485 Lexington Ave.
Charles L. Healy, pres.
John C. Davidson, exec. vp
Charles S. McNally, sr. vp-NY sales mgr.
(212) 949-6400
Atlanta 30326
3355 Lenox Rd., NE
Frank J. Lewis, vp-mgr.
(404) 237-8636
Boston (Dedham, MA 02026)
850 Providence Hwy.
Alfred MacKenzie, vp-mgr.
(617) 326-8871
Chicago 60601
1 East Wacker Dr.
Thomas V. Clifford, sr. vp-mgr.
(312) 321-6360
Dallas 75204
Suite 201
3614 Oak Grove
James S. Alley, vp-mgr.
(214) 522-2561
Detroit (Troy, MI 48084)
2855 Coolidge Rd.
William E. Anderman, vp-mgr.
(313) 649-4030
Los Angeles 90010
3540 Wilshire Blvd.
Howard P. Boyington, vp-mgr.
(213) 385-2431
Minneapolis 55402
712 Foshay Tower
George A. Schmidt, vp-mgr.
(612) 339-6879
Philadelphia 19103
1616 Walnut St.
Robert Kramer, vp-mgr.
(215) 546-5034
San Francisco 94104
235 Montgomery St.
States D. Tompkins, sr. vp-Pacific Coast mgr.
Robert C. LaFontaine, sr. vp-asst. Pacific Coast mgr.
Don Ferrull, vp-mgr.
(415) 981-2882
Miami (Coral Gables, FL 33134)
Suite 435
2121 Ponce de Leon Blvd.
William C. McGhee, vp-mgr.
(305) 446-7409

Drukker Newspapers

Passaic, NJ 07055
988 Main Ave.
Austin C. Drukker, pres.
Larry Golczewski, gen. adv. mgr.
John Martin, retail adv. mgr.
(201) 365-3232 (NJ)
(212) 594-6310 (NY)

Gannett Newspaper Sales

New York 10017
200 Park Ave.
William V. Shannon, pres.
O.T. Watkins, vp-sales
(212) 949-0920
Chicago 60611
One IBM Plaza
Lawrence P. Mortimer, mgr.
(312) 527-0550
Dallas 75247
7929 Brookriver Drive
Laurence E. Burlingame, mgr.
(214) 688-0441
Detroit (Birmingham, MI 48010)
30400 Telegraph Rd.
Gary D. Graff
(313) 642-0700
Atlanta 30305
Three Piedmont Center
Johanna DeBonte, mgr.
(404) 233-9466
Los Angeles 90057
1930 Wilshire Blvd.
Dennis Christensen, mgr.
(213) 483-3660
San Francisco 94104
235 Montgomery St.
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(212) 661-4800.

This is a system for attaching a return card (or coupon) to a newspaper page available through National Ad-A-Card Corp. (NAAC), a subsidiary of Media Networks, Inc. Cards can be bought in Sunday comics and supps in national, regional or spot market configurations.

ADVO
239 West Service Road
Hartford, CT 06101
(203) 525-9101

Delivery of sample products and retail circulars (food, department stores, etc.). Branches in Atlanta, Chicago, Dallas, Los Angeles, Miami, Oakland, Pittsburgh and Washington, DC. System offers demographic selectivity and fast, precise timing of delivery. Mail is presorted by carrier route and in sequence of delivery.

Blair Marketing
717 Fifth Ave.
New York, NY 10022
(212) 980-5252

A division of John Blair & Co. Specializes in insert placement, creative consultation, printing.

Marketing Corporation of America
257 Riverside Ave.
Westport, CT 06880
(203) 226-1061

Offers a newspaper co-op couponing service in top markets and in newspapers with over 3 million combined circulation.

Nielsen Clearing House
1900 N. Third St.
Clinton, IA 52732
(319) 242-4505

Processes and redeems cents-off merchandise coupons and handles refund offers. Gives planning and analysis assistance for newspaper and other promotions.

Valassis Newspaper Marketing Group
35955 Schoolcraft Road
Livonia, MI 48150
(313) 591-3000

Offers Impact Inserts, a newspaper insert couponing service. Covers 106 markets with 75 more to be added in 1980.

RESEARCH SERVICES

Belden Associates
2900 Turtle Creek Plaza
Dallas, TX 75219
(214) 522-8630

Conducts newspaper audience research. Offers the comparable newspaper market report "The Belden Continuing Market Study."

Chilton Research Services
One Chilton Way
Radnor, PA 19089
(215) 687-8200

Produces a number of studies for the Audit Bureau of Circulations. Specializes in custom design marketing and audience research studies.

Frank Magid Associates
1 Research Center
Marion, IA 52302
(319) 377-7345.

Customized marketing research and consultation services specializing in demographic and psychographic attitudinal research for editorial, design and advertising product development. Also conducts feasibility studies related to market expansion or redefinition, as well as product distribution planning.

Market Opinion Research
28 W. Adams
Detroit, MI 48226
(313) 963-2414.

Researches newspaper readers and non-readers. Offers the MOR Market/Action Data Bank which compares newspapers with national averages. A service for newspapers who seek an understanding of changing readership in order to build up circulation and advertising revenue.

Monroe Mendelsohn Research
352 Park Ave. S.
New York, NY 10010
(212) 684-6350

Provides custom designed research to solve a variety of marketing problems. Its staff, both consumer and trade oriented, offers concept/product testing, tracking and segmentation studies. Issues Survey of Adults and Markets of Affluence, syndicated survey of magazine readership among U.S. adults in households with annual incomes of $40,000 or more. Also offers advertising and media research, plus a syndicated survey of the college market.

Opinion Research Corp.
N. Harrison St.
Princeton, NJ 08540
(609) 924-5900

Opinion Research Corp. provides a spectrum of custom advertising and media research services—developmental research, copy tests, on-air tests, advertising readership, pre/post tests, and campaign effectiveness. These are available for all media: print, TV, radio, outdoor, and point-of-purchase. ORC also conducts studies that may be used to substantiate advertising claims, and carries out readership and related media studies.

RMH Research Inc.
589 Franklin Turnpike
Ridgewood, NJ 07450
(201) 797-9600

Conducts readership, circulation, advertising, new product and promotion studies for more than 50 U.S. newspapers.

Scarborough Research Corp.
10 E. 40th St.
New York, NY 10016
(212) 889-5290

Conducts newspaper audience research studies correlating readership with demographics, retail store shopping, product use and ownership. Also measures TV, radio and magazine audience comparability with other media.

Simmons Market Research Bureau
219 E. 42 St.
New York, NY 10017
(212) 867-1414

SMRB produces the Study of Media and Markets, which is an on-going measurement of magazine, newspaper and supplement reading, radio listening, TV viewing, and outdoor exposure. Also measured are consumption rates and brand preference of more than 500 categories of packaged goods, durable goods and services. Media audiences and product users are each related to the other and to demographic characteristics. All data are available in published volumes and on computer tape.

Starch INRA Hooper, Inc.
566 E. Boston Post Rd.
Mamaroneck, NY 10543
(914) 698-0800

Measures performance of advertising in newspapers and magazines. Conducts mail readership surveys. Offers international network of affiliated research companies. Starch has expanded its newspaper research area and formalized it into a separate service. The new service will emphasize research of public attitudes toward the editorial product by use of a three-phased approach: focus group interviews, editorial readership and questions dealing with various attitudes.

Three Sigma Research Center
1875 Palmer Ave.
Larchmont, NY 10538
(212) 671-4200

Conducts national and local market and media studies. Concentration on development of audience measures among relevant demographic and market groups for newspapers, magazines and broadcast media. Three Sigma conducts an annual syndicated national newspaper audience service, currently supported by over 60 major newspapers. Based on more than 101,000 interviews in 1980, the study measures the audience reach and frequency of multiple issues of more than 400 daily and Sunday newspapers in 34 major ADI's and their related metro areas. Breakdowns by demographics and analyses of the reach and frequency of alternative newspaper schedules are available on-line through computer terminals. By special arrangements clients may also obtain additional marketing and retail shopping information.

Yankelovich, Skelly & White Inc.
575 Madison Ave.
New York, NY 10022
(212) 752-7500

Offers consumer and industrial public opinion and marketing research services on a multi-sponsored or custom basis. Also, public policy, work values and product testing research is available. International in scope.

Advertisers, agencies, newspapers, universities, libraries —

Order extra copies of Encyclomedia — 1980/81 Newspaper Edition.

Encyclomedia, 342 Madison Ave., New York, N.Y. 10017, (212) 953-1888

ASSOCIATIONS

Advertising Research Foundation
3 East 54 St.
New York, NY 10022
(212) 751-5656
Leon Mittelman, Rsch. Assoc.

The Advertising Research Foundation (ARF) is a non-profit organization formed to advance the discipline, practice and professional standards of advertising research. It is supported by over 350 member organizations, consisting of advertisers, agencies, and media as well as associations, research firms and universities.

American Association of Advertising Agencies
200 Park Ave.
New York, NY 10017
(212) 682-2500
Gloria Lanza, Dir. of Media Svcs.
1899 L St. NW
Washington, DC 20036
(202) 331-7345
8500 Wilshire Boulevard
Beverly Hills, CA 90211
(213) 657-3711

AAAA was founded in 1917 and now has 500 member agencies representing approximately 75% of all U.S. advertising placed. Main objectives are to foster and improve the advertising business, advance the cause of advertising and provide services to members which they cannot provide for themselves.

Association of National Advertisers
155 East 44 St.
New York, NY 10017
(212) 697-5950
Anthony Lunt, Admin. Secy.

ANA's Newspaper Advertising Committee works closely with the AAAA and INAE to develop practices and working relationships which will enhance the value of newspapers as a national advertising medium. Representing some 450 corporations which comprise 75% of national ad dollars spent in the U.S., ANA's major objectives are to improve such basic advertiser needs as verified and comparable audience measurements, proof-of-performance for zone editions, standard sizes for reproduction materials, and adequate security for coupons. The Newspaper Advertising Committee has 18 members and is chaired by Bonnie L. McCafferty, senior brand manager, Brown & Williamson Tobacco Corp.

Newspaper Advertising Bureau
485 Lexington Ave.
New York, NY 10017
(212) 557-1800

The Newspaper Advertising Bureau is a non-profit research, marketing and promotion organization formed in 1913 to help newspapers sell their medium to the advertiser. Nearly 1,000 American and Canadian newspapers are members of the Bureau, which in addition to its home office in New York has regional offices in Chicago, Birmingham, MI, San Francisco and Los Angeles.

NAB has a wealth of information and a wide variety of services available to its member newspapers, advertisers and their agencies. Some specific programs:

CAN DO (Computer Analyzed Newspaper Data On-Line): CAN DO supplies newspaper audience statistics comparable with audience data from other media for any combination of markets. The program will produce detailed audience data for any list of newspapers and can customize data to any geographic or demographic definition. It calculates reach and frequency estimates and allows media mix analyses through IMS systems for other media. Individual newspaper readership studies are available for 160 newspapers that account for 48% of total U.S. circulation. NAB has standardized the data to compatible demographic breaks for age, sex, income and household size for any market definition based on counties. Readership data has been updated to reflect latest circulation changes and are now available on-line. The program simulates audience data for those newspapers that do not have individual readership studies. Simulation is based on audited circulation and readers-per-copy estimates, and is never shown for individual newspapers but only in the aggregate.

NEWSPLAN: NEWSPLAN encourages continuity programs in daily newspapers by offering discounts to national advertisers. Discounts are available on a contract basis for annual cumulative space in lines or modular units which equal six, 13, 26 or 52 pages. The Bureau will computer-run costs and discounts for NEWSPLAN advertising schedules which offer the discounts.

NABSCAN (National Advertised Brands Scanner Reports): The first program to gather supermarket scanner data for marketing purposes, NABSCAN provides weekly product movement data in relation to advertising and promotion for participating food retailers and national advertisers who subscribe to the service. The grocers supply the data from scanner readings of the Universal Product Code at the cash register checkout. Product movement data is gathered from major retail chains such as A&P in New York and Weingarten's in Houston. The data is used in retail reports and sold to national advertisers.

Insert Division: This department helps advertisers plan, schedule and coordinate preprinted advertising inserts. It now offers a one-order/one-bill service for multi-market schedules. The division promotes inserts as an integral part of newspaper advertising by making direct calls on agencies and advertisers across the country. In addition to supplying all basic information on costs, availabilities and specifications, the division will handle all logistics and scheduling of an insert buy.

Inventory of Editorial Content: This program is designed to help advertisers schedule their ads to run in an editorial environment relating to their products or services.

In addition to the above programs, NAB sponsors workshops, clinics and seminars to help national advertisers and agencies use newspapers more effectively. For more information on these and other available services please contact the Bureau office nearest you.

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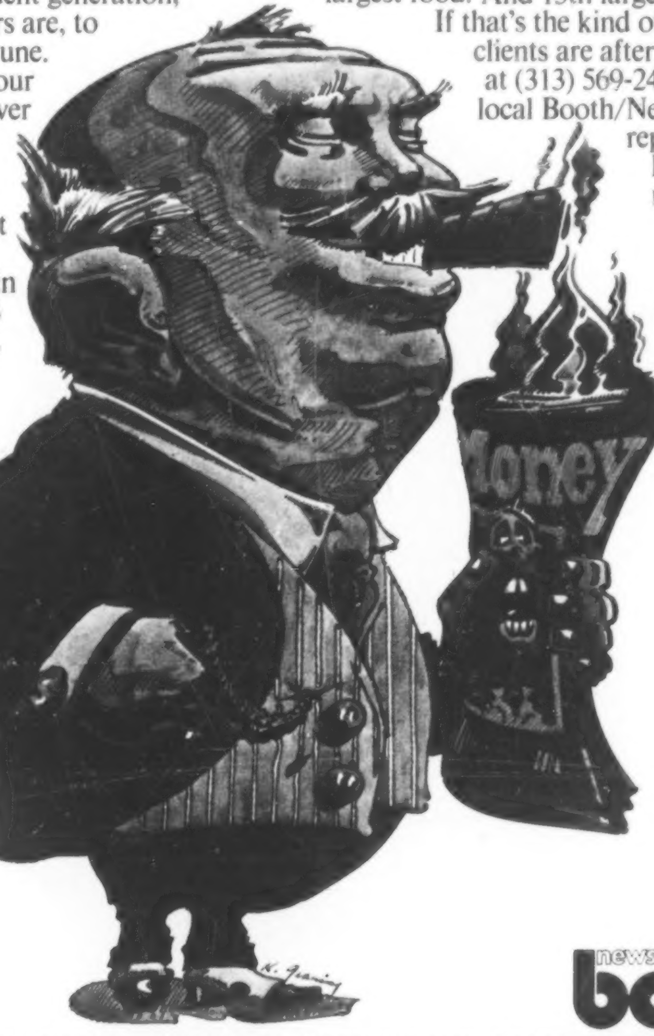

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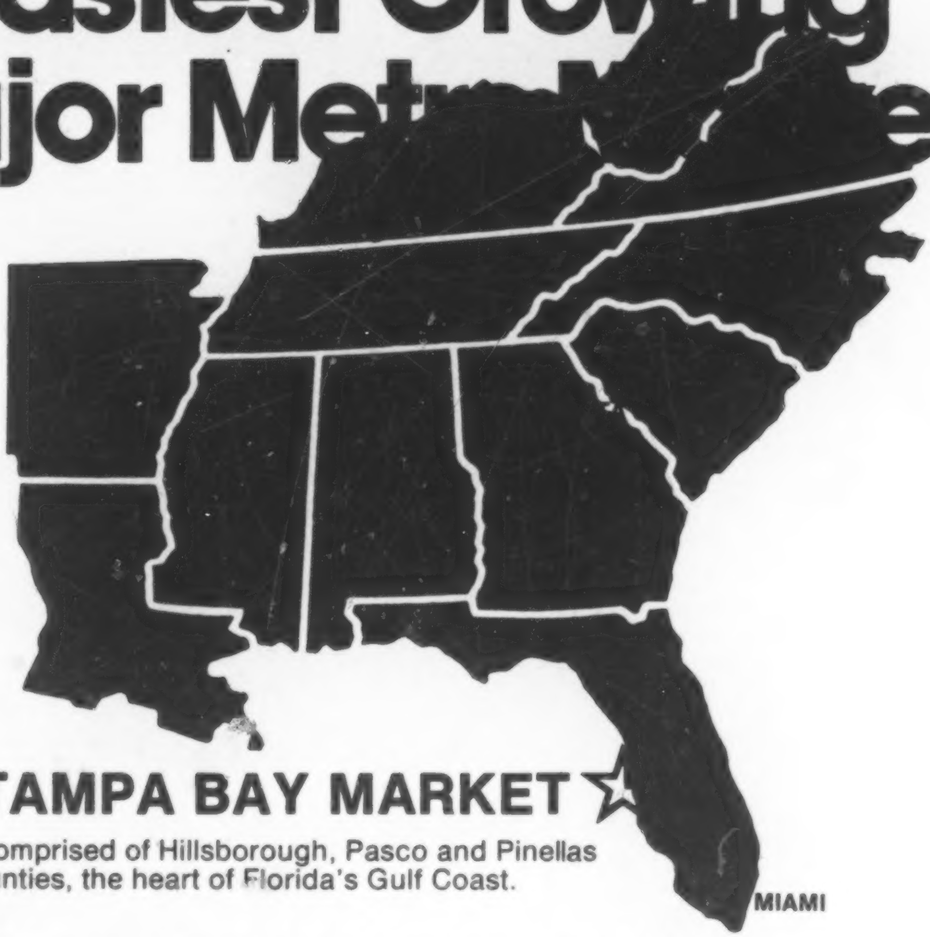

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Source: S&MM Survey of Buying Power, July, 1979

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The Quality Bay

The Tampa Times
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Contact: Bryon Taggart, General Advertising Manager
Tampa Tribune-Times, P. O. Box 191, Tampa, Florida 33601 (813) 272-7447